NO MORE LOVE DUETS FOR THEM?

— See Page 12

TV GUIDE®

LOCAL PROGRAM LISTINGS
Week of March 5-11

15¢

Frank Parker

Marion Marlowe

Your best BIG-SCREEN BUY

the new RCA Victor "Master 21"

only

$199.95

The "Master 21." Ebony finish, maroon slightly higher. (Built-in all-channel UHF-VHF tuner, optional extra.) Model 21S348

Here's the master value in BIG-SCREEN TV! For only $199.95 you now get every advance that has made RCA Victor the most-wanted and highest-rated picture in 21-inch television.

The "Master 21" has the famous 21" chassis—with the same powerful picture performance—that outperformed 9 other leading makes, some costing up to $40 more!

Also, you get the automatic "Magic Monitor" circuit system, exclusive "Golden Throat" Fidelity Sound, and "Rotomatic Tuning."

See and compare the new "Master 21" now at your RCA Victor dealer's. Ask about an RCA Victor Factory-Service Contract, available in almost all TV areas—*only* to RCA Victor television owners.

See the RCA Victor Show, starring Dennis Day, and Your Show of Shows—on NBC-TV. Suggested Eastern list price, subject to change without notice. Federal Excise Tax and full-year picture tube warranty included.

Every year more people buy **RCA VICTOR** than any other television

Tmks. ® Radio Corporation of America

as we see it

The quality and length of TV commercials have come in for a great deal of discussion within the industry in recent weeks, thanks to:

1. Sponsor Magazine's postcard survey of advertising men and station executives which showed that 59 percent of those replying said, "Yes, TV is over-commercialized."

2. Publicist Edward L. Bernays' poll of educators, sociologists, churchmen and other group leaders which indicated that the gentlemen were somewhat less than satisfied with television's methods of presenting advertising messages.

3. Revision of the Television Code, the self-imposed standard of ethics accepted by more than half of the Nation's stations, to curb a number of TV advertising practices considered not quite palatable to viewers.

The fact that this attention to commercials, and realization that there is considerable room for improvement, is coming from the industry itself is cause for some satisfaction.

Basically, we believe, our system of sponsored television is a good one. The system, however, does make it possible for pitchmen to fast-talk and double-talk about "special bargains," for tasteless chatter and pictures describing uses of personal products to come into our living rooms, for other abuses of the sponsored TV system to exist—and flourish.

We hope, along with all other viewers, that the surveys and Code changes will lead to decisive action by stations and advertisers. There's nothing at all wrong with an honest, direct commercial presented in an informative or entertaining manner. If all commercials fitted those requirements, not only viewers, but the advertisers themselves would benefit.

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Now PHILCO brings you the

Model 449

biggest WIDEST OVEN EVER

IN ANY FULL-SIZE 40" ELECTRIC RANGE!

HERE at last is the *wide* oven you have always wanted — the new "Dream Oven" in the 1954 Philco Electric Range. It's easier-to-see into . . . reach into . . . and use, with *nearly 50% more front shelf space* for side-by-side cooking! Other exclusive features of this new Philco Range include Color Styling . . . "Broil-under-Glass" . . . 2-speed Jiffy Griddle . . . and Quick-set Timer. See the nine 1954 models at your Philco dealer's *now* — $199.95 to $469.95.

Prices and specifications subject to change without notice.

Tune in the PHILCO TELEVISION PLAYHOUSE

SUNDAY EVENINGS ● NBC NETWORK

Make Room for Danny

Thomas Says He Was Wrong About Television—And How!

WITH THE possible exception of Fred Allen, no star of the entertainment world has had a tougher time finding his proper spot in television than Danny Thomas. A top-ranking night club entertainer, Thomas somehow never got off the dime in three years of TV, during which time he appeared in some 18 or 20 *All Star Reviews* for NBC. He didn't click.

Last winter, when ABC-TV signed him to a rather expensive contract, everybody in the trade, including Thomas himself, was doubtful about the outcome. A painfully honest individual, Danny had even arranged to let ABC off the hook should his show fall on its face—as he more than half-expected it to.

But this time it didn't happen. As a matter of fact, Danny, an enthusiastic man of intense opinions and vocal

TV family: Jean Hagen is his wife and Sherry Jackson and Rusty Hamer, the children.

cords to match, was still hopping about the studio like a Mexican jumping bean on a spree for days after the first press notices began to pour in from the debut. "Who can be indifferent about a reaction like this?" he trumpeted with almost child-like joy. "I've been a flop too long in this medium. Now look what's happening. We got a hit. We honest-to-Pete got a hit!"

This is a different Danny Thomas from the one who only a year ago was proclaiming loudly that TV was for the birds. He had tried it and had been found wanting. Not a man to run down his own talent, he found his failure hard to take and decided that TV itself must have been at fault. He realizes now that he was wrong.

"I was doing night club stuff. I'm good in a night club. The people laugh and cry and get with it. But how do you play in a night club with only four people in it? That's what the television audience is. Four people. I finally found that out."

It was important to Thomas that he not only crack TV but that he do it in Hollywood. Ten years on the road had left him with a family of three children he hardly knew, and Thomas is the world's biggest pushover when it comes to children.

"Last year," he says, "my 16-year-old daughter Margaret wrote an essay in school about giving up today in order to secure tomorrow. She said her own father was so busy making tomorrow secure for his family that he never saw them today. I tell you, my hair stood right up on end."

Last May something was done about it. Danny got together with Lou Edelman, his producer at Warner Brothers, brought in writer Mel Shevelson, and the three of them hit on the idea of playing a situation comedy based pretty much on Danny's own career—the story of an entertainer who doesn't see very much of his family. The title, *Make Room for Daddy,* came from Thomas' wife. Whenever he is on the road, one of

the daughters moves in with her mother. When Thomas comes home, his wife moves the daughter out again, saying, "We must make room for Daddy."

A realist in many ways, Thomas decided he would play the show straight. "If it's my own present-day career we're basing this thing on," he says, "why try to hoke it up with a lot of stuff about the struggling young family? I've passed the struggling stage. I'm doing all right with the money. Okay. So we'll play it that way."

He was even more realistic when it came to coaching Jean Hagen, who plays his wife. He met her for the first time just seven days before the pilot film was to be shot and was worried about their ability to get the husband-and-wife idea across to an audience on such short acquaintance.

On that first day, he took her aside and laid it on the line to her. "Jean, look," he began. "Get this straight. I am not making a pass at you. But for the next seven days you and I are gonna be as close together as it's possible to get. I want you to sit on my lap when we're not actually rehearsing. We're going to have lunch together every day. We're going to drink out of the same cup. You're going to follow me around like a puppy. I want you to get used to my scent, and I'm going to get used to yours. This is going to be a lot tougher for you than it is for me, but that's the way it's gotta be if we're gonna make this thing sing."

Jean understood him perfectly, and the results, obviously, have paid off. On the screen, they look as though they'd been married for years—on the happy side of the ledger.

Thomas also is happily married off the screen, he and his wife Rosemary being the parents of three children and the owners of a comfortable mid-Beverly Hills home complete with pool. The children—Margaret, 16, Teresa, 12, and Tony, 5—already are enshrined on the show by forming the name of their father's own company, Marterto Productions.

Home permanently now, Thomas is really content for the first time in years. Even with television—which he once said was strictly for idiots. "So I was an idiot myself," he admits. "So I was wrong. That's a crime?"

Real family: Danny, Margaret, 16; Teresa, 12; Tony, 5, and wife Rosemary enjoy pool.

Girl of The Golden West

Gail Davis as 'Annie Oakley' Invades the TV Western Field

SHADES of William S. Hart! The latest Western star to ride the television range is only five feet, two inches tall, weighs 95 pounds, has golden brown hair and green eyes, went to finishing school in the East, and is a girl besides.

Specifically, she's pretty Gail Davis, who, cast in the role of the sharp-shooting Annie Oakley, is the first Western heroine to be featured on TV —probably the first girl in the history of the cowboy epics to do her own riding and shooting, instead of waiting to be rescued by Gene Autry, Buck Jones, Tom Mix or Hopalong Cassidy.

The new film series, which started with 50 stations in January and grew rapidly, is aimed at placing the Western gal on the same high pedestal as the Western man. Gene Autry, who conceived the idea, believes that the Nation is crying for a cowgirl heroine.

"Little girls have been out of it while their brothers had a whole gal-

axy of cowboy heroes to choose from," a publicist put it. Outsiders consider it a test of the theory that, while little boys worship cowboy idols, little girls also worship cowboy idols, leaving the cowgirl somewhat less important than the hero's horse.

Autry, star of countless Western epics in his own right, has great confidence in the new venture, however, and has put the full resources of his Flying A productions company behind it. Gene first met Gail while she was appearing in camp shows in Texas and asked her to look him up if she ever decided to try her luck in Hollywood. A year later, she appeared at Columbia Pictures studio, which makes and distributes his theater films, and asked for a chance.

Featured In Movies

Gail took a series of screen tests, then was cast as Gene's leading lady in "Cow Town." Autry found the public response greater than for any other feminine player in his long series of horse operas. Since then, Gail has appeared in 15 of his feature length motion pictures and 30 of his TV films. *Annie* is her first solo venture.

She is the daughter of Dr. William B. Grayson, a surgeon. Gail was born in Little Rock, Ark., and lived for a time in the town of McGehee, Ark., 108 miles south. She began dancing lessons at the age of two and also studied singing. Her mother was a church soloist.

From Little Rock High School, she went to Harcum Junior College for Girls in Bryn Mawr, Pa., and then attended Texas University, where she became one of the Texas Blue Bonnet Belles. She won a total of eight beauty titles during her high school and college careers.

Gail can ride and shoot, although

Jimmie Hawkins plays Gail's kid brother.

not up to Annie Oakley standards. But she hasn't hunted since the childhood day when she saw a wounded rabbit. She does play tennis and golf and is a fine swimmer.

Brad Johnson is "Lofty Craig," the deputy sheriff, who is (guess what) the silent suitor for Annie's hand. Brad is six feet, four inches tall, weighs 199 pounds, but he doesn't have to do as much "rescuing" as the average Western deputy sheriff.

Annie, with her sure eye on the sights and her steady hand on the trigger, is able to take care of most of the desperadoes without any help from the male sex.

Badman Ric Vallin is foiled by Annie; at this range, the miss just can't miss.

Tony Charmoli, in picture at left, shows dancers what he wants; then lighting, costumes and hard work produce scene above.

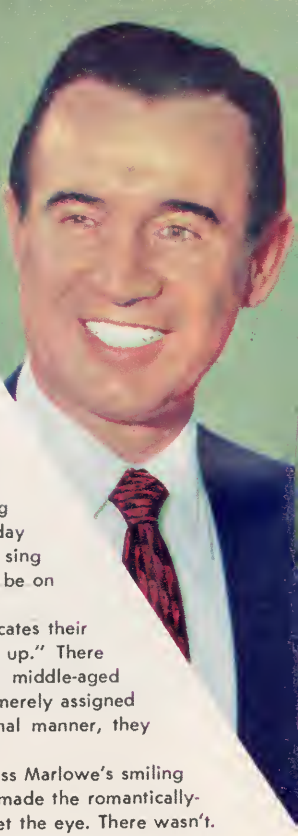
The Tune's a Hit!

and Tony Charmoli puts a new dance together...

Rehearsal togs give way to spangles, but the action of dancers remains the same.

CHOREOGRAPHER Tony Charmoli,at right in Photo No. 1, confers with Director Clark Jones on first plans for staging an extra *Hit Parade* tune called "Love." (2) Assistant Director Bill Colleran uses a protractor to determine the stage area which can be used for the number. (3) While a record plays, Charmoli explains the proposed dance to production group, including Jones, Colleran, Associate Producer Bill Nichols and Producer Dan Lounsbery. (4) Charmoli shows the dancers the steps he wants. (5) Hours of rehearsal weld the dancers into a carefully integrated team for presentation of the number, and (6) in costume, they bring the dance to life for the enjoyment of *Hit Parade* enthusiasts. Seven "hit" numbers and three "extras" get this treatment on each show.

Frank Parker: an eye for the Teleprompter?



What's Keeping Them Apart?

One of the Nation's most highly publicized and least substantiated romances has—on the surface at least—run into stormy weather. Marion Marlowe and Frank Parker don't sing duets every single week on Arthur Godfrey's Wednesday night show. After a couple of months when they didn't sing together at all, the Godfrey office said the duets would be on a "seldom if at all" basis from then on.

A flood of letters to TV Guide from viewers indicates their concern as to whether "the romance has busted up." There never was a romance, of course, between the middle-aged tenor and the young soprano. Arthur Godfrey merely assigned them to sing love duets and, in a professional manner, they sang to each other.

The sight of Parker gazing fondly at Miss Marlowe's smiling countenance and vocalizing about love made the romantically-inclined think there was more than met the eye. There wasn't. Parker is old enough to be the young lady's father and neither is given to May-December romances.

Why don't they sing together as often as they did? Here are three explanations. You can take your pick:

Logical—Since Julius La Rosa is no longer around, it's only natural that Parker handle the male vocal solos. Thus he has less chance to sing with Miss Marlowe.

Official—The Godfrey office explains that when Parker and Marlowe sing separately they each get star rating. With duets, they'd co-star.

Reported—They say Parker has trouble remembering lyrics to the songs and must keep an eye on the Teleprompter. He would look silly singing to La Marlowe and gazing fondly at the prompter. So Godfrey has reportedly ruled "Few—if any—duets."

Marion Marlowe: from duets to solos for her.

Chicago Dateline

TV's Week: Decision on whether WTTW (Chicago's Educational TV station) will move its proposed site from Manley High School to the Museum of Science and Industry remains a well-guarded secret. Reason: The move depends on an engineering study of the areas involved, which cannot be done until an engineering staff is hired. This step, in turn, hinges on the hiring of a station manager.

Arnold

Looks like Don McNeill's TV *Breakfast Club* made a big hit with the press critics. Apparently, the weeks of intense camera rehearsals paid off. Comic Peter Donald will sub for Don, incidentally, March 8 through 10 when McNeill treks to Miami, Fla. Don will complete arrangements for originating *Breakfast Club* broadcasts from there in March and April.

Dr. Bergen Evans is on the march with another new panel quiz show. This one bowed March 4 (7 PM, WBKB) as a network venture titled *It's About Time*. Features panelists Robert Pollack, Ruth Duskin, Shirley Stern and Vin Gottschalk who strive to pinpoint an event in the last 50 years. Erudite Dr. Evans makes with the subtle hints a la his other TV success, *Down You Go*.

Advance Tips on Shows: Jim Moran sets out to reach a $50,000 goal for the Illinois division of the American Cancer Society, with his fifth annual "Cancer Crusade" telethon. Campaign is skedded for April 9, 10 PM to 1:45 AM, WBKB.

Look for another Chicago network origination in WNBQ's tentatively-titled *Out On The Farm*, which should be scheduled soon for a Saturday AM showcasing. Tentative stars include Eddy Arnold, Don Herbert, John Ott and Jim Hurlbut and will originate from a 160-acre farm near Cloverdale, Ill.

Week's Highlights: WNBQ offers the first telecast in the world ever done in stereophonic sound this Sunday at 9:30 PM. Special feature will highlight concert pianist Natalie Hinderas with Joseph Gallichio leading the orchestra.

Channel Chatter: WGN-TV is still looking for a girl singer to replace Eleanore Warner on the *Music Show*. Eleancre is currently appearing at Hollywood's Cocoanut Grove.

channels listed in program section

CHICAGO, ILL.

2 WBBM-TV (CBS)	410 N. Michigan Ave.	**7 WBKB** (ABC)	20 N. Wacker Dr.
5 WNBQ (NBC)	Merchandise Mart	**9 WGN-TV** (DuMont)	441 N. Michigan Ave.

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ALL-CELEBRITY CLASSIC

TV Guide Ten-Pin

One-Hour Telecast

George Jessel: Tourney Emcee

WNBQ's Joe Wilson: Tourney Announcer.

HEADED by ABC-TV star George Jessel as master of ceremonies, TV GUIDE'S Second Annual Celebrity Bowling Tournament is set to roll on camera Tuesday evening, March 23. The event, to be televised over WNBQ (Channel 5) from 11 PM to 12 Midnight (or later, if needed), will again feature Chicago's foremost TV personalities in action. Sponsor of the telecast will be De Met Pontiac, Inc.

Site of this year's tourney is the Faetz & Niesen bowling alley, where the popular WNBQ show, *Championship Bowling*, originates each week. The show will relinquish its period to allow the Celebrity Tournament to be televised. And *Championship Bowling's* alert announcer, Joe Wilson, will assist emcee Jessel in describing the action and festivities.

Jessel, widely and popularly known as the "Toastmaster-General of the U.S.A.," will make a special flight to Chicago for his appearance at the star-studded ten-pin tourney. GUIDE'S kegling classic will be the latest in an impressive list of shows that the wise-cracking sophisticated showman has emceed. George himself was feted recently when 1,500 show folk turned out for a banquet in his honor.

A stellar entertainer for nearly half a century, Jessel has been a Broadway, movie and radio star and currently headlines the *George Jessel Show* on the ABC-TV network. It's seen in Chicago each Sunday at 5:30 PM on Channel 7. Last year, ABC signed the witty "Toastmaster-General" to a long-term contract as performer, producer and "goodwill ambassador." His emcee duties at this year's Celebrity Tournament will be similar to those of Ed *Toast of the Town* Sullivan, the emcee of GUIDE'S 1953 tourney.

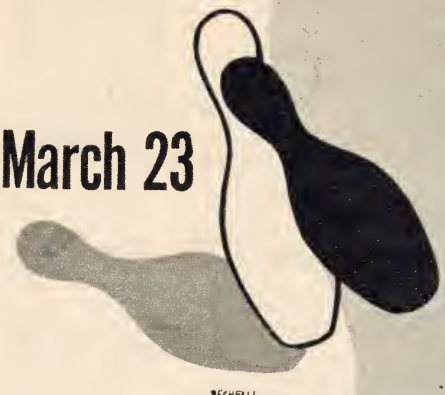
Stars Will Bowl

TV GUIDE'S 1954 Celebrity Tourney promises to draw as enthusiastic a turnout of local TV favorites as did last year's big show.

To make the games easy to follow

Tourney Rolls March 23

Set for WNBQ



and to permit more close-ups of the celebrities in action, special camera coverage has been arranged for this year's tourney. *Each of the stars competing will bowl five complete frames on television.*

All the stars participating will bowl a full two-game series, and handsome prizes for both individual game and high series will be offered. There'll be awards for the high-scorers (both male and female), runners-up, and even for the "alley duffers"—the last being, of course, the time-honored booby prize. Contestants will bowl from "scratch"—no handicap system will be used.

Tourney Interest Mounts

With three weeks still to go, all the excitement that surrounded the first TV GUIDE Celebrity Tourney already hovers over this year's event. Because of the limited seating capacity, the general public cannot be accommodated at the Faetz & Niesen tourney site.

Launched last year as a twin to its highly-popular Celebrity Golf Tourney, GUIDE's kegling show was given an unprecedented reception by celebrities and viewers alike. For the performers, it offers lively recreation in sociable surroundings. For TV fans, it provides an enjoyable and unusual evening's entertainment.

Remember the date (March 23), the time (11 PM), and the channel (5), and reserve a "ringside" parlor seat now for the spectacle. And don't miss next week's issue carrying a pictorial rundown on local television stars who will compete.

Displaying fine form, Carmelita Pope sends ball sailing at pins. Scene is from last year's big TV GUIDE Celebrity Tournament.

HE MAKES THE KIDS CRY

Explorer Coons: Usually kids hunt for him.

OUT in Wilmette, at the new homestead of the John David Coons, Jr., family, an almost daily ritual is performed. A car stops in front of the house and spills forth a load of gaping youngsters. Sprinting up the front lawn, they ring the doorbell and greet the home owner thusly: "Unca' Johnny Coons? We just stopped by to say 'hello'." Period and exit.

These kiddie accolades began when Johnny moved his family to their new suburban home just last year—and the area youngsters discovered their new neighbor was none other than the beloved roly-poly gentleman who conducts WNBQ's midday frolic, *Noontime Comics*. At one point, 35 youngsters congregated on the Coons' front lawn to catch a glimpse of their hero. Actually, such worship is in the realm of the commonplace for the frisky funnyman. His surging popularity ever since the show's debut back in early 1952 recently culminated in his winning TV GUIDE's award for best Chicago children's show.

Johnny's Empire

With his cherubic face, his circular figure and bountiful chuckle, Johnny is as much a part of the magic childhood world as clowns, all-day suckers and Bugs Bunny. Using his shrewd business acumen, Johnny has built an empire of children's shows surpassed by few entertainers. In collaboration with writer Ray Chan and art director Bill Newton, Coons created *Uncle Mistletoe* (which began as a Christmas show and later expanded into a year-round film series); his earliest TV endeavor, *Panhandle Pete;* the *King Calico* menage, for which he does all the voices; and of course, the ever-popular *Noontime Comics*. On the last, Johnny spoofs the youngsters through lunch by narrating slapstick comedies, devouring a sandwich-and-milk lunch and masquerading in outlandish garb.

He also conducts a Saturday morning radio record show for youngsters, *Turntable Time* on WMAQ, and has his acting-producing finger in a country-style TV film series, *Bert and Elmer*.

"I don't plan on expanding much more," asserts Johnny, referring to his TV activities, not his waistline. "My ultimate aim, though, is to put most of

Mr. J. Fred Muggs of national TV prominence helps identify a Windy City friend.

'UNCLE'

my shows on film and then relax." Judging from the strides he's made since first picking show business as a career, this shouldn't be too difficult.

A product of the Lebanon, Ind., countryside, Johnny brought early disappointment to his family when he decided to pursue an acting career instead of the medical profession chosen by his father and two brothers.

Johnny-On-The-Spot

Dramatic school, vaudeville, Broadway and road shows, a flurry of minor Hollywood roles — and finally, Johnny passed his apprenticeship period. By this time he had decided radio was a pretty lucrative medium. One day, while in a Hollywood studio audience (1940), he got his chance. The show's leading character was missing and a desperate appeal was made to find someone in the audience who could read a script. On-the-spot Johnny grabbed the opportunity and kept the role.

Later coming to Chicago, Johnny found new vistas opening up for him as he proved he could play any radio role from Hoosier sage Abe Martin to an erudite college professor. He was drafted for such leading soap operas of the day as *Guiding Light, Woman in White, Road of Life* and *Vic and Sade.*

But when TV opportunities loomed, Johnny, in keeping with his physical proportions, took to the juvenile sphere of operations where he racked up his present record of successes.

The proof is in the mail pull. Jelly-stained and mud-smudged, the letters keep coming from his Chicago area junior fans. Occasionally he has even received letters from the adult branch of the audience. Like the desperate mother who wrote: "My children always demand the same menu that you have each day. Please, Uncle Johnny, will you change your sandwich-and-milk diet?"

Or the complaint from Park Ridge which read: "We boys of the installation group at O'Hare Air Base want your help. Our first sergeant won't let us eat our lunch in the day room so we can watch your show. Please ask him to be a little easier on us." The note was signed by an Air Force staff sergeant.

TV Movie GUIDE

For fuller details of each movie, see the regular program listing.

FRIDAY, MARCH 5

3:45 2 "VICAR OF BRAY"
Stanley Holloway and Hugh Miller.

4:00 9 "SUDDEN DEATH"
Jimmy Ellison and Russ Hayden.

4:05 7 "TORTURE SHIP"
Lyle Talbot and Irving Pichel.

10:00 9 "CAPTAIN SIROCCO"
Louis Hayward and Binnie Barnes.

11:00 2 "THE FATAL WITNESS"
Evelyn Ankers and Richard Fraser.

11:50 9 "REBELLION"
Tom Keene and Rita Cansino.

12:00 7 "T-MEN"
Dennis O'Keefe and June Lockhart.

SATURDAY, MARCH 6

9:00 9 "THE LAST BULLET"
James Ellison and Russ Hayden.

11:30 5 "BRIDGE OF SAN LUIS REY"
Lynn Bari and Akim Tamiroff.

12:00 9 "FOUND ALIVE"
Barbara Bedford and Maurice Murphy.

1:30 2 "THANKS FOR LISTENING"
Pinky Tomlin and Maxine Doyle.

4:00 9 "ARTHUR TAKES OVER"
Lois Collier and Richard Crane.

5:00 9 "BILLY THE KID WANTED"
Buster Crabbe and Al St. John.

6:00 9 "PALS OF THE SILVER SAGE"
Tex Ritter and Slim Andrews.

10:00 2 "WINTERSET"
Burgess Meredith and Margo.

11:00 9 "HALF PAST MIDNIGHT"
Peggy Knudsen and Kent Taylor.

12:00 2 "DANGEROUS GROUND"
Malcomb Keen.

12:15 7 "LADY FROM CHUNGKING"
Anna Mae Wong.

SUNDAY, MARCH 7

9:00 A.M. 9 "LAW COMMANDS"
Tom Keene and Lorraine Hayes.

10:00 A.M. 7 "PAULA"
Loretta Young and Kent Smith.

10:00 A.M. 9 "KILLER DILL"
Stuart Erwin and Anne Gwynne.

11:00 A.M. 5 "MICHAEL O'HALLORAN"
Scotty Beckett and Allene Roberts.

12:00 9 "RIDERS OF THE BLACK HILLS"
Bob Livingston and Ray Corrigan.

1:00 2 "SHOT IN THE DARK"
Dorothy Boyd.

1:00 9 "CROSSED TRAILS"
Johnny Mack Brown and Raymond Hatton.

2:00 9 "I SHOT JESSE JAMES"
Preston Foster and Barbara Britton.

3:00 9 "RENDEZVOUS 24"
William Gargan and Pat Moore.

4:00 9 "RADAR SECRET SERVICE"
John Howard and Adele Jergens.

5:00 9 "MICHIGAN WINTER WONDERLAND"

6:00 9 "MASK OF THE DRAGON"
Richard Travis and Sheila Ryan.

10:00 2 "ARKANSAS JUDGE"
Leon Weaver and June Weaver.

10:00 9 "MILLIONAIRE FOR CHRISTY"
Fred MacMurray and Eleanor Parker.

11:00 5 "SONG FOR MISS JULIE"
Shirley Ross and Barton Hepburn.

12:00 2 "POISON PEN"
Flora Robson and Reginald Tate.

12:00 7 "LADY IN THE DEATH HOUSE"
Jean Parker and Lionel Atwill.

MONDAY, MARCH 8

3:45 2 "LAZY BONES"
Ian Hunter and Claire Luce.

4:00 9 "OUTLAWS OF BOULDER PASS"
George Houston and Dennis Moore.

4:05 7 "KNOCKOUT"

7:30 9 "PASSENGER TO LONDON"
John Warwick and Jenny Laird.

10:00 9 "THE DEVIL AND DANIEL WEBSTER"
Edward Arnold and Walter Huston.

11:00 2 "PORT OF FORTY THIEVES"
Stephanie Bachelor and Richard Powers.

12:00 2 "SECRET VOICE"
John Stuart and Diana Beaumont.

12:00 7 "UNDERDOG"
Barton McLane and Charlotte Winters.

TUESDAY, MARCH 9

3:45 2 "ROSE OF TRALEE"
John Langden and Lesley Brook.

4:00 9 "LONE RIDER IN GHOST TOWN"
George Houston and Al St. John.

4:05 7 "SILKS AND SADDLES"
Herman Brix and Fuzzy Knight.

10:00 9 "KIPPS"
Michael Redgrave and Diana Wynyard.

12:00 2 "WILLIAM COMES TO TOWN"
William Graham.

12:00 7 "MILE A MINUTE LOVE"
William Bakewell and Loretta Duncan.

WEDNESDAY, MARCH 10

3:45 2 "TOUGH TO HANDLE"
Frankie Darro and Kane Richmond.

4:00 9 "LONE RIDER IN TEXAS JUSTICE"
George Houston and Al St. John.

4:05 7 "A MAN OF COURAGE"
Barton McLane and Lyle Talbot.

10:00 9 "LYDIA"
Merle Oberon and Joseph Cotton.

11:00 2 "DOWN IN ARKANSAS"
June Storey and Ralph Byrd.

11:00 5 "SHADOW OF DEATH"
Donald Cathrop and Ellin Paddock.

12:00 2 "TOWER OF TERROR"
Michael Rennie and Movita.

12:00 7 "NABONGO"
Buster Crabbe and Fifi D'Orsay.

THURSDAY, MARCH 11

3:45 2 "PAUL TEMPLE'S TRIUMPH"
John Bentley and Dinah Sheridan.

4:00 9 "PRAIRIE PALS"
Bill Boyd and Lee Powell.

4:05 7 "SKY RACKET"
Bruce Bennett and Joan Barclay.

7:00 9 "SO THIS IS WASHINGTON"
Lum and Abner.

10:00 9 "THE PRAIRIE"
Lenore Aubert and Alan Baxter.

11:00 5 "HER FAVORITE PATIENT"
John Carroll and Ruth Hussey.

11:00 9 "KING OF THE TURF"
Adolphe Menjou and Dolores Costello.

12:00 2 "PRICE OF WISDOM"
Roger Livesey and Mary Newland.

12:00 7 "TOMORROW WE LIVE"
Jean Parker and Ricardo Cortez.

DEAR BOSS:

Why doesn't at least one Chicago TV show call a halt to the marching armies of movie starlets, press agents, boat shows, and free loaders that clutter up the screen with identical jibber-jabber on all four channels?

Surely Bob and Kay, Danny O'Neil, Ernie Simon and others are not that hard up for guests that they must play host to these innocuous individuals.

After watching what used to be my favorite interview shows for a week, I got tired of seeing boat show people and Cleo Moore. Same old people, same old talk: "Come to the show,come to the show." Instead of banning Jack Eigen for kissing Cleo a few weeks back, they should have banned Cleo.

Instead, what happened? She was on Simon's street show the next night. Fortunately for Ernie they did not try to set a new osculation record. Ernie does much better and is much funnier when he interviews old standbys like Jim Tree, Lucky Luciano and Felton (Erwin Berke) Feinschriber.

O'Neil's program might improve with fewer guests that appear on other programs first and more of Chet Roble and Nancy Wright.

As for Bob & Kay, something is missing completely. The old spark is gone. Bob wears well, but Kay has lost most of her charm. Is it out of order to suggest a new partner for Murph? Wonder what readers think?

CHUB.

FLY TO Hollywood in this comfortable, United Air Lines DC-6 Mainliner

WIN AS GUESTS OF TV GUIDE

A HOLIDAY IN HOLLYWOOD

· · · FOR TWO · · ·

ENJOY A luxurious three days at the *Beverly Wilshire Hotel* in Beverly Hills. . . . Tour the MGM movie lot. . . . Meet the stars—as guests of TV GUIDE on March 26, 27 and 28.

HOW TO WIN: Simply clip the entry blank below and submit a name for the trailer used in Lucille Ball and Desi Arnaz's MGM movie "The Long, Long, Trailer"—starting at the Chicago Theater March 5. . . . Mail as many entries as you like. Contest closes midnight March 11, 1954. . . . There will be 25 pairs of free Chicago Theatre passes as consolation prizes. . . . Mail your entry now!

DON'T MISS

MGM's hilarious Technicolor comedy, "The Long, Long, Trailer," starring Lucille Ball and Desi Arnaz—starting at the Chicago Theater March 5 . . . You'll thoroughly enjoy this movie of Lucy and Desi's honeymoon on wheels.

MAIL TO:
TV GUIDE, Promotion Dept.
731 S. Plymouth Ct.
Chicago 5, Illinois

OFFICIAL ENTRY BLANK

MY NAME IS_____

ADDRESS_____ PHONE_____

CITY_____ STATE _____

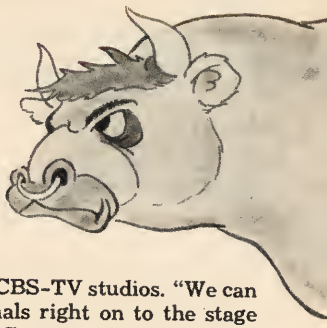
My suggested name for Lucy & Desi's trailer is_____

Winners will be notified March 15, 1954. . . . Contest closes midnight March 11, 1954. Only official entry blanks will be honored. In the event of ties, earliest postmark will determine winners. The one winner selected will be entitled to one guest of his choice. . . . Consolation prize winners will be notified by mail. Judge's decisions are final.

Easy-to-handle: Menard poses with calf imported for the show.

Farmtown's Dilemma and . . .

THE DREAM OF GEORGE MENARD



ANYONE want to see a good facsimile of what might have gone on when Noah was unloading his Ark? Drop down to the Garrick Theater some Sunday morning. You'll probably hear more bellowing, baa-ing or cackling than you'd get in 10 choruses of "Old MacDonald."

This animal parade is usually part of the preparations for the weekly WBBM-TV show, *Farmtown, U. S. A.* (2 PM Sun.). Somewhere amid all the noise and confusion, you'll find a short, stocky, calm-tempered fellow named George Menard, writer, producer, director and emcee of the program.

Rural-Type Omnibus

Farmtown's format is simple and has remained unchanged during its two-year run. Each week the program delves into a particular aspect of farming or rural life. Guest farm experts are interviewed, prize animals or crops are put on display, etc.

Menard is often asked which animals give him the most trouble. George's quick response is: "they all do." Pressed to identify the biggest troublemakers, Menard chooses cows for bulk alone. Cows, Menard knows, can't be hurried and often they can't even be budged.

Pigs, too, can be a nuisance. One porker, for example, escaped and burrowed under the scenery.

Menard dreams of the day when Farmtown will be staged in the vast acreage of the Chicago Arena, now being converted into CBS-TV studios. "We can bring the animals right on to the stage off the van," George wistfully states, "with no worries about narrow corridors, slippery floors or tight areas."

George comes well-equipped for his job as keeper of a TV menagerie. An Iowa product, he was born and raised on a big dairy-and-grain farm. After college (Notre Dame) and a few years in press and publicity work, he settled down to radio here in the late 1930's. He debuted with *Farmtown* in 1952.

Some of the best *Farmtown* shows have been built around humans: i.e., an old-time blacksmith, a one-room country school class. But, by and large, animals are the real show-stealers.

Farmtown's biggest mail response came after a session on raising geese. Over 1,000 letters came in from Chicagoans asking for more details. Why so many city dwellers were interested in honkers is still a mystery to George.

Hard-to-handle: 'Toreador' George, on a visit to a farm, was forced to stave off an angry cow. Alert friend caught action.

Ring Rhubarb

As a boxing fan, I've never seen anything as terrible as the decision in the Italo Scortichini-Joey Giambra fight, which was televised Friday, Feb. 12. The referees gave the fight to Giambra in spite of the fact that I thought Scortichini won every round.—*S. C., Elgin, Ill.*

Just Pedigreed Pooch

Could you please tell me what breed of dog, Whitey, the canine star of *Boston Blackie* is? My husband and I want to purchase a dog just like him. I believe he is some type of terrier. Could you help us trace his ancestral line?—*Mrs. Teddy Beres, Chicago. (Whitey is a canine jigsaw puzzle. You're partially correct. There are strains of wire-haired and fox terrier, but he's also part cocker spaniel and poodle. Moreover, "Whitey" is more gray and tan than white.—Ed.)*

Whitey

'Tumble' Picture Explained

After hearing so much comment about the unfortunate incident, I was interested in your picture story on "The Gleason Tumble" in your Feb. 12 issue of TV GUIDE. However, as I recall the scene from his Jan. 30 show, Gleason made his exit through a door on the right, and not to the left as shown in the kinescoped sequence of the accident which you printed. Were the negatives reversed when the page was laid out or am I in need of a new pair of glasses?—*Briard B. Strout, Chicago. (Jackie's exit appears in reverse of the actual incident because the pictures were taken from the kinescope.—Ed.)*

FRIDAY

MORNING

6:45 ❺ **Everett Mitchell—Talks**
Discussian far farmers.

7:00 ❺ **Today—News, Interviews**
Film clips pertinent to the anniversary of Stalin's death. (Five minutes of lacal news with Len O'Connor, at 7:25, 7:55, 8:25, 8:55 A.M.)

❼ **Chicago Parade—Variety**
Music, news, weather and time.

8:00 ❷ **Ray Rayner—Comments**
Weather, music and news far "teens". (Five minutes af lacol news with John Harrington, at 8:25 A. M.)

❼ **Breakfast Club-Don McNeill**
Variety with Don and the gang.

8:55 ❷ **News—Jim Conway**
Stories behind the headlines.

9:00 ❷ **Jack Paar Show—Variety**
Edith Adams, Richard Hayes, Jase Melis.

❺ **Ding Dong School—Kids**
Nursery with Dr. Frances Horwich.

❼ **News—Ulmer Turner**

❾ **Paul Fogarty—Exercises**
"Here's What Models Do."

9:05 ❼ **Beulah Karney Presents**
Deep knee bends.

9:30 ❺ **One Man's Family—Serial**
Story af the Barbour family.

❾ **Time For Stories—Kids**
Tina Redmond reads to youngsters.

9:40 ❼ **Ed Allen—Exercises**
Exercise for beauty.

9:45 ❺ **Three Steps To Heaven**
Seriol with Phyllis Hill, Jae Brown, Jr.

9:55 ❼ **Weather—Wayne Griffin**

10:00 ❷ **I'll Buy That—Quiz**
Moderator Mike Wallace and panelists Vanessa Brown, Hans Canried, Albert Marehead, Audrey Meadaws.

❺ **Home—For Women**
Arlene Froncis, editor-in-chief.

❼ **Play House—Kiddies**
Angel Casey emcees.

❾ **A To Z Of Cookery—Tips**
"On the Half Shell."

10:30 ❷ **Strike It Rich—Quiz**
Guest: Ken Remo, of "The King and I."

7 Pied Piper Show—Kids
Art Hern tells stories for the youngsters.

10:55 **9 News—Steve Fentress**

11:00 **2 Valiant Lady—Serial**
Nancy Colemon in the title role.

5 Bride and Groom-Wedding
Morgie Lee Johnson weds Willord Long, both of Michigon City, Indiona.

7 Danny O'Neil Show
Donny, Chet Roble, Nancy Wright.

9 Ernie Simon—Four To Go
Quiz gome. (Guests ore invited. Write WGN-TV for tickets).

11:15 **2 Love Of Life—Serial**

5 Hawkins Falls—Serial
Lono hos been nomed to help hondle juvenile delinquency in Hawkins Falls, but she discovers thot her own son is one of the problem children.

11:30 **2 Search For Tomorrow**
Tate refuses to see Hozel.

5 Betty White Show
Music by Fronk De Vol's orchestro. Guest: Will Rogers, Jr.

9 Earl Nightingale—Chats
Talks on topics of interest.

11:45 **2 Guiding Light—Serial**
Kathy goes to Rev. Keeler for advice.

11:55 **7 News—Ulmer Turner**

AFTERNOON

12:00 2 Brighter Day—Serial
Story of a minister ond his porish.

5 Noontime Comics—Kids
Johnny Coons with stories ond films.

7 Happy Pirates—Kids' Fun
Two-ton Boker ond Art Hern.

9 Hi Ladies—Interviews
Mike Douglas emcees.

12:15 2 Luncheon With Billy
Variety with Billy Leach.

12:25 2 Lee Phillip Show—Tips
Foshion news and shopping hints.

12:30 2 Garry Moore Show
Gorry shows Durward Kirby how to cook. Ivan Sanderson presents a rare jungle denizen, and cast sings "Make Love To Me."

SPORTS
by ED PAZDUR

Does Boxing Need a Czar?

Arrogant Art Aragon's shoddy decision over popular southpaw Chuck Davey, which caused the suspension of two officials, and the disappointing "draw" between Chico Vejar and Jed Black, coupled with Joey Giambra's "decision" over Italo Scortichini—are all glaring testimonials for the need of competent officials and a uniform scoring system.

Osborne

I'd like to see Boxing Commissions removed from politics and a boxing czar, similar to baseball's Ford Frick, appointed to govern the sport with unlimited authority . . . There are, currently, 13 different scoring systems in use, 9 of which have appeared on TV. Personally, I favor the National Boxing Association's "10-point must" system. Even though Illinois has adopted the NBA version of scoring fights, Commissioner Livingston Osborne has not called a single session of his judges for a briefing on how to apply the "10-point must" most effectively. . . . You'll be interested to know Chicago fight judges are not paid for their services.

Recommended Viewing: We haven't seen it, but our mail indicates that Jack Brickhouse's Thursday night show *Sports Scrapbook* on Channel 9 is scoring well with sports fans . . . For a corking good fight, catch second ranking middleweight Joey Giardello's clash with KO artist Willie Troy on Friday, March 19, over Channel 5! . . . Jack Rosenberg replaces Bob Foster as Jack Brickhouse's assistant for WGN-TV's baseball telecasts this year.

5 Bob & Kay Show—Variety
Art Van Damme Quintet.

12:45 9 Dr. Preston Bradley—Talk
Philosophical and topical subjects.

12:55 7 News—Ulmer Turner

9 News—Steve Fentress

1:00 2 Double Or Nothing—Quiz
Bert Parks emcees quiz game.

5 Francois Pope—Recipes
Pumpkin chiffan pie, noodle pancakes with pork sausage and apple sauce.

7 Ruth Crowley—Baby Care
Discussion on the care of infants.

9 Watch To Win—Quiz
Don Gardon and the Starnaters.

1:15 7 Ask The Doctor—Talk
Elizabeth Hart conducts discussian, with Drs. W. W. Bauer and William Baltan.

1:30 2 Linkletter's Houseparty
Fun with Art and the gang.

7 Swingalong—Musical
Jimmy Lee and The Madulators.

9 Adventure in Learning
Discussian presented by Loyala Univ.

2:00 2 Big Payoff—Quiz Game
Warren Hull subs far Randy Merriman.

5 Kate Smith Show—Variety
"Backstage Rehearsal" musical production, and "Cracker Barrel" interview.

7 Claude Kirchner Show

9 Paul Dixon Show—Music
Musical pantomimes with Wanda Lewis.

2:30 2 Bob Crosby—Musical
Tunes: "Them Thar Eyes," "Watermelan in December," "Changing Partners," "Undecided," and "Tumbling Tumbleweeds."

7 Stuart Brent—Discussion
Topics af interest to women.

2:45 7 News—Austin Kiplinger

3:00 2 Petticoat Party—Games
Frazer Thamas emcees games. (Guests invited to Garrick Theater. Tickets unnecessary.)

5 Welcome Travelers
Interviews with Tommy Bartlett. (Guests invited. Write Guest Relations, WNBQ.)

7 Jerry Lester Show—Variety
Afternoon fun for the ladies.

9 Commercial—Film

3:05 9 Movie Quick Quiz
Dick "Two-Ton" Baker is emcee.

3:30 2 Shopping With Miss Lee
Buying hints with Lee Phillip.

5 On Your Account
Win Elliot interviews special guests.

9 Index: Information
"This is the Life." Faith and hape af junior high athletic director reaches breaking point when he loses his sight.

3:45 2 MOVIE—"Vicar Of Bray"
An Irish priest becomes tutar to young Prince Charles, and is involved in the histaric happenings af the time.

3:55 7 Musical Weather Show
Buddy Moreno is host.

4:00 5 Pinky Lee—Variety
Contests and audience participation.

7 News—Ulmer Turner
A look at the afternaon headlines.

9 MOVIE—"Sudden Death"
Little boy arphaned by bandits is raised by a band of Navajos and later in life meets his parents' murderer.

4:05 7 MOVIE—"Torture Ship"
A dactar, convinced that glandular traubles are the raat of criminality, takes eight killers an a sea vayage. Lyle Talbat.

4:30 5 Howdy Doody—Puppets
Fun with Hawdy and his friends.

4:45 2 Youth Takes A Stand
Teenagers discuss current problems.

4:55 9 News—Les Nichols

5:00 2 Garfield Goose and Friend
"King" Garfield and Frazer Thomas.

5 Elmer The Elephant—Kids
John Canrad entertains children.

7 Jolly Seven Gang—Kids
Fun far the children.

9 Bob Atcher Show—Kids
Western fun far the kiddies.

5:30 2 Gene Autry Time—Film
Western adventure.

5 Close-Up—Musical
Haward Miller, June Valli, and the Art Van Damme Quintet.

7 Nick Francis—Films
Short movies and cartoons.

9 News—Leslie Monypenny

5:45 ❼ Bob And Ray—Satires
Bob Elliot ond Ray Goulding.
❾ Curbstone Cut Up—Chats
Interviews conducted by Ernie Simon.

EVENING

6:00 ❷ Sports—Bob Elson
Interviews and sports news.
❺ Weather—Clint Youle
❼ News—Austin Kiplinger
National and world news report.
❾ Captain Video—Adventures
Al Hodge os the Coptoin.

6:05 ❺ News—Jack Angell
❼ Sports—Jack Drees
Sports news ond informotion.

6:10 ❺ Sports—Joe Wilson
❼ Weather—Wayne Griffin
Temperotures ond predictions.

6:15 ❷ News—Julian Bentley
❺ Dorsey Connors—Travel
Cathedrols of France.
❼ News—John Daly
National and world events.
❾ Number Please-Quiz Game
Jack Brickhouse conducts.

6:20 ❺ Alex Dreier—Features
"Man on the Go," with news.

6:25 ❺ Tony Weitzel—Comments
Gossip and interviews.

6:30 ❷ News—Douglas Edwards
❺ Eddie Fisher—Musical
Eddie Cantor visits with his protege, and they duet in "Whoopee."
❼ Stu Erwin—Comedy Drama
Stu decides to paint his own roof, but roises the roof instead when his spray gun goes berserk. June Collyer, Ann Todd, Sheila James.
❾ News—Spencer Allen

6:45 ❷ Perry Como—Musical
Potti Page subs for vacotioning Perry ond Fontones. Guests: The Hilltoppers. Tunes: "Changing Partners," "Make Love to Me," ond "Don't Get Around Much Anymore."
❺ News—John C. Swayze
Coravan of news reports.
❾ Chicagoland Newsreel

7:00 ❷ MAMA—Domestic Comedy
Papa decides to augment his income by selling insurance in his spare time. Judson Loire as Popo.
❺ DAVE GARROWAY SHOW
Dave is host. The company includes Jill Corey, Jack Haskell, Cliff Norton, Shirley Harmer, Sinclair and Spaulding, and Skitch Henderson and his orchestra.
❼ OZZIE AND HARRIET
"The Initiotion." David becomes chairman of an initiation committee ot school, bringing to Ozzie's mind memories of his own college initiation.
❾ STORY THEATER—Film
"Lodging For The Night." Poet flees from the police and an interview with the general who controlled the destiny of France.

7:30 ❷ TOPPER—Comedy
The Kerbys add o note of the unusual to Cosmo and Henrietta's college reunion. Leo G. Corroll, Anne Jeffreys.

TV Sports GUIDE

(For details, see daily program listings.)

FRIDAY, MARCH 5
9:00 5 Boxing—New York
9:45 5 Greatest Fights—Film

SATURDAY, MARCH 6
1:30 7 College Basketball
2:00 9 Pro Basketball
8:00 7 Phillies Fights—Dayton, Ohio
8:30 9 Wrestling—Marigold

MONDAY, MARCH 8
9:00 9 Boxing—Brooklyn

TUESDAY, MARCH 9
11:00 5 Bowling—Chicago

WEDNESDAY, MARCH 10
9:00 2 Boxing—Philadelphia
9:00 7 Wrestling—Rainbo

THURSDAY, MARCH 11
11:00 2 Wrestling—Film

5 WALT'S WORKSHOP-Crafts
Walt Durbahn demonstrates.

7 PLAYHOUSE—Arlene Dahl
"Taps Far a Hoofer." A dance instructor preys upon youngsters who yearn to see their names in lights.

9 CRAIG KENNEDY—Mystery
"File 1313" deals with the disappearance af electranic device. Danald Woads.

8:00 2 PLAYHOUSE OF STARS
"The Great Lady." A retired actress living in a theatrical boardinghouse helps solve a murder. Ann Harding.

5 BIG STORY—Drama
Story af reparter Vern Lechliter af the *Wyaming Eagle* wha wos convinced that a woman faund dead in a hotel room had been strangled, and had not died of natural causes, as the medical examiner stated.

7 PAUL HARTMAN SHOW
Catherine (Fay Wray) thinks Albie's favorite chair looks owful and reploces it with a scientific health chair.

9 LIFE BEGINS AT 80—Quiz
Jack Barry emcees panel of oldsters, including: Fred Stein, Georgiana Carhart, Thomas Clark ond Alexandra Campbell. Footlight favarites: dancers Mata & Hari.

8:30 2 OUR MISS BROOKS
As usual, Cannie's good intentions dan't keep her aut of trauble when she lends her efforts to Principal Conklin's proposed "Board of Education Day." Eve Arden, Gale Gordan. ("Our Miss Brooks" is reviewed next week.)

5 TV SOUNDSTAGE—Drama
"An Eye For an Eye." A young man plans a long-delayed revenge for an injustice his father suffered.

7 WHO'S THE BOSS—Quiz
Walter Kiernan emcees game.

9 WORLD IS YOURS—Travel
A trip ta Paris.

9:00 2 MY FRIEND IRMA
The kindly Irma slips into the newspaper "a letter from the kitten osking for a home," rather thon turn a stray kitten over to the paund. Marie Wilson, Mary Shipp. (See our review next week.)

5 BOXING—New York
Lightweight championship. Jimmy Carter vs. Paddy De Marco, 15 rounds.

JIMMY POWERS' RATING

	Rated	W	L	D	KO's
Carter	Champ	65	16	7	26
De Marco	5th	67	10	2	7

This title match has been in the talking stage since 1951 when Carter won his crown fram Ike Williams. De Marco has been up and dawn the ladder like a fireman on a four alarmer. Carter has defended his crown with flying colors, his last three bouts having ended in knockouts. If he can continue this against tough, rugged De Marco, he will be equalling a feat set by Benny Leonard, which takes us back to 1921. This is dauble hard when you check De Marco's record and note that he has been stopped but once, and that by a cut eye in his bout with Sandy Saddler. This is the big test far De Marco. He is generally in good conditian, but going 15 raunds against a real performer like the champion is a new experience. I'll ga along with the titlehalder.

7 DANGEROUS ASSIGNMENT
Brian Donlevy stars as Steve Mitchell. Steve is sent to Cairo to investigate the Order af the Sacred Love, secret society of assassins.

9 CHANCE OF A LIFETIME
Dennis James emcees talent.

9:30 2 PERSON TO PERSON
Edward R. Murrow interviews famous personalities in their own homes.

7 PLANNING YOUR HOME
Designer Paul McAllister and interior decaratar Flolydia Etting.

9 DOWN YOU GO-Panel Quiz
Dr. Bergen Evans, Fran Coughlin, Robert Breen, Carmelita Pope, ond Toni Gilman. (Guests are invited. Write WGN-TV).

9:45 5 GREATEST FIGHTS—Film
Sugar Ray Robinson vs. Jake La Matta, middleweights, February 14, 1951 in Chicago.

10:00 2 News—Fahey Flynn
5 Weather—Clint Youle

7 Courtesy Hour—Variety
Jim Moran emcees variety of professionol tolent acts. (Guests are invited. Write Guest Relations, WBKB, Chicogo.) *Sponsored by Courtesy Motors.*

9 MOVIE—"Captain Sirocco"
An Italian noblemon secretly leads the people of Naples to revolt ogoinst the tyronnicol Bourbon rule. Louis Hoyward ond Binnie Bornes.

10:10 5 Dorsey Connors—Tips
A yarn about dolls.

10:15 2 Weather—Lee Phillip
5 News—Jack Angell
Events of interest in the news.

10:25 2 Art Mercier—Sports Tips
Discussion for sportsmen.

10:30 2 News—John Harrington
5 Sports—Norman Barry
Late scores and comments.

10:45 2 Irv Kupcinet—Comments
What goes on in Chicogo.
5 Herbie Mintz—Musical
Melodies, old and new.

11:00 2 MOVIE—'The Fatal Witness'
When o wealthy man is murdered his playboy nephew falls under suspicion.
5 Howard Miller—Music
Interviews, records, ond chotter. *Sponsored by DeMet Pontiac.*
7 News—Ulmer Turner

11:05 7 Weather—Chuck Bill
Temperatures ond forecosts.

11:10 7 Commercial

11:15 7 Tom Duggan—Comments
Commentary on sports news.

11:30 9 News—Les Nichols
Late weather predictions.

11:45 9 Weather—Carl Greyson
Forecast for tomorrow.

11:50 9 MOVIE—"Rebellion"
Lawless bonds of Americans defy terms of treaty. Tom Keene and Rita Cansino. *Sponsored by Foster TV.*

12:00 2 MOVIE—Title Not Available
7 MOVIE—"T-Men"
Low enforcement agents of the Treosury Department break up o ring of counterfeiters. Dennis O'Keefe, June Lockhart.

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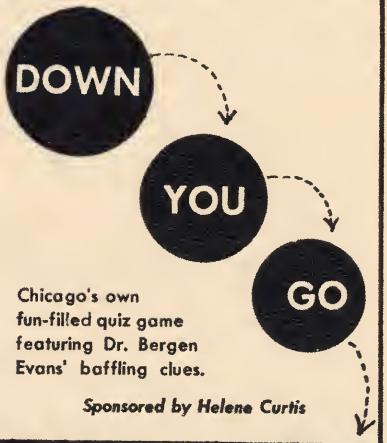

Chicago's own fun-filled quiz game featuring Dr. Bergen Evans' baffling clues.
Sponsored by Helene Curtis
WGN-TV Channel 9

MORNING

9:00 ❼ **MOVIE—Title Not Available**
❾ **MOVIE—"The Last Bullet"**
Instant justice paured fram the blazing end of six guns. James Ellisan and Russ Hayden.

9:30 ❺ **Industry On Parade—Film**
(1) The elements of sportsmanship in films af Fieldale. (2) Rehabilitated breeding areas far wild fowl in Canada.

9:45 ❺ **What's Your Trouble?**
Dr. and Mrs. Norman Vincent Peale.

10:00 ❷ **Winky Dink And You**
(1) The boys and girls draw a fancy daughnut machine that gaes haywire and flaads Jack with doughnuts. (2) Mike McBean and his adventure machine, in part 3 af "A Trip to the Maan." (3) The yaungsters follaw the trail af Freddie the Firefly with their crayons, and an electric light bulb appears.

❺ **Francois Pope—Recipes**
Neapalitan roast leg of veal and strawberry rhubarb pie.

❼ **Space Patrol—Adventure**
"The Big Prateus Swindle." Mr. Prateus autharizes the purchase of 6,000 pawer units for the black-market price af six billion credits in cash.

❾ **Junior Crossroads—Kids**
Subjects of interest abaut aur world.

10:15 ❾ **Camera Caravan—Film**
"Chippewa."

10:30 ❷ **Rocket Rangers-Adventure**
"The Eel af Iapetus." The Rangers track dawn a band af hijackers in auter space.

❼ **Adventures Of Blinkey**
Fun for the youngsters.

❾ **Captain Video—Adventures**
Al Hadge and Don Hastings star in another adventure in the future.

10:45 ❼ **MOVIE—"Mile A Minute Love"**—(Cut to 45 min.) A thief pasing as a nobleman tries to steal money fram a ship awner. William Bakewell and Arletta Duncan.

11:00 ❷ **Big Top—Circus Fun**
Jack Sterling presents: (1) The Hunt Brothers' elephants. (2) The Victoria Traupe, English bicyclists. (3) The King Brathers, balancers. (4) Marcelli and Janix, tightwire act.

❺ **Here's Looking At You**
Richard Willis with beauty hints.

❾ **Baby Of The Week-Contest**
Carmelita Pope emcees.

11:15 ❾ **Film Short**
"Arranging a Buffet Supper."

11:30 ❺ **MOVIE—"Bridge of San Luis Rey"**—Spiritual reasans why five persans were meant to die in the collapse of an ancient bridge. Lynn Bari, Akim Tamiroff, and Francis Lederer.

❼ **Program Not Available**

❾ **Draw With Me—For Kids**
Jan Gnagy gives instruction.

11:45 ❾ **King Calico—Kids Fun**
Puppet fun for the kiddies.

AFTERNOON

12:00 ❷ **Lone Ranger—Western**
"Sheriff af Gunstock." The Lone Ranger tries to rescue a sheriff's san wha is being held hostage by a racketeer. John Hart as the masked rider, with Jay Silverheels as Tonto.

❼ **Quizdown—Educational**
Angel Casey is quizmistress.

❾ **MOVIE—"Found Alive"**
Documentary af human and animal passians filmed along the banks of the Ria Grande. Barbara Bedford and Maurice Murphy.

12:30 ❷ **Ray Rayner Show—Variety**
Music, chatter and guests.

❼ **Saddle And Sage—Western**
"Big Boy Rides Again." Mystery sends Big Bay inta a race with a sinister adversary. Tom Tyler and Big Boy Williams.

1:00 ❺ **American Inventory**
"Look ta the Future."

❾ **MOVIE—"Lone Rider In Ghost Town"**—(Cut to ½ hr.) Band of autlaws attempt ta protect their are vein located in a ghost tawn.

1:30 ② MOVIE—"Thanks For Listening"—The female gang leader is influential in convincing an innocent man to work as a professional confessor in Reno. Pinky Tomlin and Maxine Doyle.

⑤ Big Picture—Army Films
Films of the Army in action.

⑦ College Basketball—Sport
Lafayette at Rutgers.

⑨ Fun And Fashions—Tips
Jene Kelly is on hand with hints from the fashion world.

1:45 ⑨ Cameracade—Film
"Ski Thrills."

2:00 ⑤ Youth Wants To Know
Teenagers discuss problems. Guest: Senator Langer (R., N. D.).

⑨ Pro Basketball
Philadelphia at Syracuse.

2:30 ② Choose Your Career
"Photography."

⑤ Test Pattern

3:00 ② Adventure—Educational
Portrait of the Arctic. Dr. Robert Murphy, chairman of the department of birds of the Museum of Natural History, is today's guest. Charles Callingwood is host.

3:30 ② Operation New Horizon
Loyola University.

⑤ Spelling Bee
Miller Davis of the *Daily News* emcees final eliminations of the eighth annual Spelling Bee.

⑦ Sports—Tom Duggan
Information on late scores, and a round-up of the latest in the sports world.

3:45 ⑦ Adventures Of Capt. Hartz
Phillip Lord tells stories for kids.

4:00 ② Cake Decorating School
Lessons in the art of decorating cakes.

⑦ Ramar Of The Jungle
An adventure in the jungle.

⑨ MOVIE-'Arthur Takes Over'
A young girl conceals her marriage to a sailor from her wealthy family. Lois Callier and Richard Crane.

4:15 ② What In The World
Scientific guessing game.

4:30 ⑤ Nature Of Things—Science
Science is discussed by James A. Fawler, director of education, Academy of Natural Sciences, Philadelphia.

⑦ Cisco Kid—Western
Duncan Renaldo and Lea Carrillo.

4:45 ② Youth Takes A Stand
Teenagers quiz a guest personality.

⑤ Hobby Time—Crafts
Tips for the hobby horse riders.

5:00 ⑤ Mr. Wizard—Science
"Oceans" is discussed by Don Herbert.

⑦ Superman—Adventure
Geogre Reeves as Clark Kent in "Whistling Bird."

⑨ MOVIE—"Billy The Kid Wanted"—Billy and his pal rescue Fuzzy from the jail by sawing a hole in the roof. Buster Crabbe and Al St. John.

5:15 ② True Picture—Film
"Voyage of Discovery," travel in India.

5:30 ⑤ Jet Pilot—Air Instruction
Lessons for the air-minded.

⑦ Smilin' Ed's Gang

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UNITED AIR LINES

EVENING

6:00 ② Town And Country Song Parade—Musical
Bill Bailey, Mary Jane Johnson, Elaine Rogers and the Meadowlorks.

⑤ Hollywood Showcase—Film
"Life of the Party" Solly Forrest and Morsholl Thompson star in a story of young marrieds.

⑦ On Your Way—Contest
Kathy Gadfrey and Jahn Reed King. Lynn Stuart of the singing charus of "Kismet" is one of Kathy's guests.

⑨ MOVIE—"Pals Of The Silver Sage"—Exciting western cancerning cattle rustling on Sugor Dawn's ronch. Tex Ritter and Slim Andrews.

6:30 ② Beat The Clock—Games
Emcee Bud Collyer with Roxonne.

⑤ Ethel And Albert—Comedy
Peg Lynch and Alan Bunce.

⑦ Leave It To The Girls
Panel: Vanessa Brawn, Moggi McNellis, Eloise McElhone, and moderotor John Henry Faulk. Guest: composer Vernon Duke.

7:00 ② JACKIE GLEASON SHOW
Art Carney becomes the show's star for tanight. He will be assisted in two sketches by Audrey Meadows, and the June Taylor Dancers will be on hand with some of their productions. Jackie is scheduled to return on March 27.

⑤ SPIKE JONES SHOW-Variety
Spike and the gang with big doings.

⑦ MOVIE—Title Not Available

⑨ MOVIE—Title Not Available

7:30 ⑤ AMATEUR HOUR—Talent
Ted Mack emcees variety.

8:00 ② TWO FOR THE MONEY
Hoosier humorist Herb Shriner emcees.

⑤ SHOW OF SHOWS—Variety
Sid Caesar and Imagene Coca, with the Billy Williams Quartet, the Homilton Trio, Jack Russell, Carl Reiner, Howard Morris, Keith Textar, Sylvia Michaels, and special guest Zachary Scatt. Other guests include dancers Anita Alvarez and J. C. McCard. *Sponsored by RCA Victor.*

⑦ PHILLIES FIGHTS—Boxing
Jaey Klein vs. Rocky Casilla, 10 rounds, welterweights, from Daytan, Ohio.

JIMMY POWERS' RATING

	Roted	W	L	D	KO's
Klein	Nat	20	10	5	3
Casillo	Not	18	5	0	10

This is a return match. Klein won a decisian on Columbus Day. There the referee called it a drow. It was that close, and as bloady as a trip to a slaughter house. Klein, the boxer, jabbed his way through 10 tough rounds while Cosillo, the fighter, tassed bombs from the apening bell. It's a matchmaker's naturol. Casillo may win by a knockaut. He seemed to carry too many guns for Klein in their first meeting. I'll go along with Racky.

⑨ THEATER DATE—Film
A dramatic feature.

8:30 ② MY FAVORITE HUSBAND
Domestic comedy situation with Joan Caulfield and Barry Nelsan as the Coopers.

⑨ WRESTLING—Marigold
Main Event: Verne Gogne vs. Jan Gotch.
Others: Frankie Hart vs. Duke Demetri.
George Drake vs. Ned Taylor.
Larry Chene vs. Billy Goelz.
Art Neilsen vs. Jack Carter.
Hans Schmidt vs. Fritz von Eric.

8:45 ⑦ SPORTS—Tom Duggan
Comments and information.

9:00 ② MEDALLION THEATER
"Sinners." A man is releosed from prison after having served 30 years far homicide, and meets the woman whose testimony, when she was a little girl, was responsible for his conviction.

9:05 ⑦ NEWS—Ulmer Turner
Late news araund the world.

9:20 ⑦ FOCAL POINT—Film Shorts
A feature af interest.

9:30 ② ADLAI STEVENSON—Speech
Mr. Stevenson addresses the sauthern states rally of the Democratic Party, fram the Municipal Auditorium in Miami Beach where Democratic leaders fram 11 southern states will be present.

5 YOUR HIT PARADE—Music
The natian's top tunes af the week are presented by Darothy Callins, Snooky Lanson, Raymond Scott's Orchestra, and Gisele MacKenzie. Extras: "Wha," and "Nabody's Sweetheart Now." (Pages 9 and 10 trace a dance praduction fram Tany Charmoli's sketchbaak to the screen.)

7 WHAT'S YOUR QUESTION?
Art Yaungquist discusses answers to viewers' problems.

10:00 2 MOVIE—"Winterset"
A young man sets out to avenge the electrocutian of his father for a crime which he did not cammit. In the course of his search, he meets a lovely young girl, and her family, and becames inextricably involved in their fate. Burgess Meredith and Margo star.

5 Inner Sanctum—Mystery
"A Secand Life." Anthany Rass and Margaret Draper star in a tale involving a man wha attempts ta murder his wife but realizes he loves her.

7 MOVIE—Title Not Available

10:30 5 Man Against Crime
Ralph Bellamy as Mike Barnett.

11:00 5 MOVIE—Title Not Available

2 MOVIE—"Half Past Midnight"—A blonde evades palice who seek her far a blackmailer's murder. Peggy Knudsen, Joe Sawyer, and Kent Taylor.

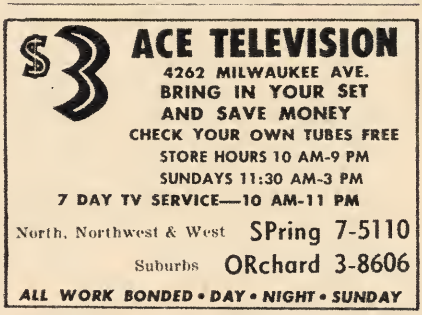
11:30 2 China Smith—Adventure
"High Seas." China Smith boards the SS Calebar ta lend assistance to a murder suspect. Dan Duryea.

7 MOVIE—Title Not Available

12:00 2 MOVIE-'Dangerous Ground'
Starring Malcomb Keen.

12:15 **7 MOVIE—"Lady From Chungking"**—Tale of dangerous intrigue in war-tarn China. Guerilla forces foil affensive planned by German invasian troops during Warld War II. Anna Mae Wong.

12:30 **5 Faces In The Window**
Ken Nardine narrates a chilling tale of intrigue.



MORNING

8:30 ❼ Church In The Home

8:45 ❾ Religious Film
Father Keller af the Christaphers.

9:00 ❷ Lamp Unto My Feet
Religiaus discussians and playlets.

❾ MOVIE—"Law Commands"
A young doctar leoves medicine in favor af low and order. Tom Keene stars.

9:15 ❺ Bible Time—Stories
Marcella Hein tells "The Missing Cup."

9:30 ❷ Look Up and Live
First in series on the Cothalic faith, conducted by Rev. Bertin Roll, of the Capuchin Monastic order. Todoy his talk will be about caurage.

❺ The Pulpit—Religious Talk
A guest speoks on religious subjects.

❼ Flight Plan
Civil aeranautics program.

9:45 ❺ Religious Film
Father Keller of the Christophers.

10:00 ❷ This Way Up—Bible Quiz
Mal Galliort is maderotor.

❺ Live And Learn—Discussion
Guest: Bryan Potterson, curator of fassil mammals, Chicago Museum of Natural Histary, and lecturer at the University of Chicago, speoks on "Historicol Evidence af Evolution."

❼ MOVIE—"Paula"
Stary af mather love and haspitol ogony. Loretto Young and Kent Smith.

❾ MOVIE—"Killer Dill"
A lingerie salesmon involved in gangster warfare. Stuart Erwin.

One of the most tender young love stories of American literature—written by Gene Stratton Porter

MICHAEL O'HALLORAN

SUNDAY
11:00 A.M.
CHANNEL 5

OKLAHOMA OIL THEATER

presented by OKLAHOMA

10:30 ❷ Theater—Film Dramas
(1) "Driven Snow," with Bruce Cobot and Kristine Miller. A man invades the frozen North in search of revenge and potiently stalks his prey. (2) "Hit and Run," starring Rabert Hutton and Bonito Granville. The marning after a paker party police arrive to arrest a young man for a hit and run killing.

❺ Sunday Funnies
Uncle Ned Lacke reads the comics.

11:00 ❺ MOVIE—"Michael O'Halloran"—The tender story of a young cripple girl. Scotty Beckett and Allene Roberts. *Spansared by Oklahama Oil Ca.*

11:25 ❼ Professor Pet—Animals
Advice and information for pet owners.

11:30 ❷ Contest Carnival—Kids
Emcee Gene Crone presents: (1) Ed Morgon af Boston, juggler. (2) Otto Erdman, Jr., of Hillside, N. Y., roller skater. (3) The Cycling Gales of Detrait, bicyclists. (4) Morgaret Smith, swinging-ladder act.

❼ Faith For Today—Religious
A conscientious cauple asks Dr. Fagal, "Why should our family become members of any particular cangregation?"

❾ Dick Tracy—Mystery
Tracy comes to grips with "Big Frost," a criminal responsible for a series of poison deaths. Ralph Byrd stars.

AFTERNOON

12:00 ❷ News—Frank Reynolds
Events araund the world.

❼ Johnny Jupiter—Puppets
"The Rival."

❾ MOVIE—"Riders Of The Black Hills"—Bob Livingstan, Ray Corrigon and Max Terhune.

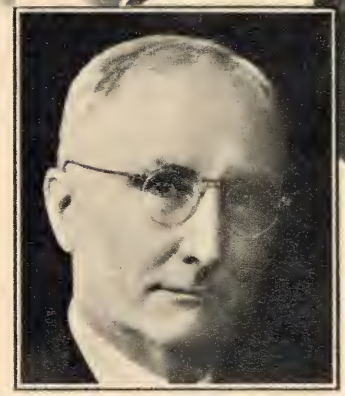
12:15 ❷ Your Future Home—Ideas
Jack Callaghon comments.

❺ Film Short

12:30 ❷ TV Garden Club
"Winter Pruning and Dormont Spraying" is discussed by George Menard, James Burdett and guest Roy Nordine of the Marton Arboretum.

This year . . your garden can be more beautiful

. . and cost you less!



Learn gardening from the experts!

TV GARDEN CLUB

with famed horticulturist

JAMES H. BURDETT

subjects for this month:

March 7 . . Winter Pruning and Dormant Spraying

March 14 . . Seeding and Feeding Lawns and Trees

March 21 . . Pruning and Planting Roses

March 28 . . Flowering Trees and Shrubs for Modern Homes

Sponsored by Vaughan's Seed Company

EACH SUNDAY 12:30 to 1:00 P. M.

CHANNEL **2** **WBBM-TV**

Chicago's *Showmanship* Television Station

5 Frontiers Of Faith-Religious
Poetry and songs are the feotures of taday's program. Baritone Jahn Raitt ond Dr. Eugene Carson Blake, Stoted Clerk of the Presbyterion Church in America, are guests. Horoce Underwood, just returned from Korea, delivers a "Repart fram Ponmunjom."

7 Amateur Hour—Talent
Winners of the post 12 competitions will vie far the 1954 Ford. Bob Murphy emcees. (Guests ore invited to the Civic Opera Theater. Tickets unnecessory.)

1:00 2 MOVIE—"Shot In The Dark"
An invalid who lives in mortal terror af being murdered is killed during a starm, ond four people hove reason to blome themselves. Dorothy Bayd.

5 John Ott—Gardening
"Early Spring Lawn Work."

9 MOVIE—"Crossed Trails"
Outlaws attempt ta seize a ranch and valuable woter rights from a girl.

You Oughta See It!

HANK McCUNE
Show

TV'S NEWEST SITUATION COMEDY for the whole family!

Well-meoning Hank is alwoys in hot woter, along with feotured ployers Florence Bates and Honley Stafford ("Doddy" of Boby Snooks fome). Fun!

2:30 SUNDAYS WBKB (7)

Presented by
BOWMAN DAIRY COMPANY
Chicagoland's Leading Dairy

1:30 5 American Forum—Debate
Dr. Neil H. Jacoby, of the President's Board of Economic Advisars, discusses "Reodjustment or Recessian." An oudience of wamen anly will question Dr. Jacoby on the administrotion's economic palicies.

7 Wild Bill Hickok—Western
"Wrestling Stary." Wild Bill persuades Jingles to challenge a champion wrestler.

2:00 2 Farmtown U.S.A.—Menard
"The Spring Pig Crap" will be the topic af discussian with Geargе Menard and Loverne Johnson, guest, wha roises 1,000 pigs per yeor. (Our story on page A-9 exploins "Farmtawn's" dilemmo and the dream of Geargе Menard.)

5 City Desk—Discussion
Panel discussion of Chicaga's city problems. William Ray is maderator.

7 Annie Oakley—Film
"The Dude Stage Coach." A deadly roce against time and brutol bandits sets an exciting pace for Annie. (Read about the "Girl of the Golden West" an page 8.)

9 MOVIE-'I Shot Jesse James'
A member of Jomes' outlaw bond shoots him for the reword. Preston Foster.

2:30 2 Man Of The Week
Guest: Sen. Henry M. Johnson (D., Wosh.)

5 Kukla, Fran, And Ollie
Oliver Drogon, recuperoting from the recent Kuklapolitan cancert at Chicaga's Opera Hause, shaws new signs of temperoment. Burr Tillstram speaks for all.

7 Hank McCune—Comedy
Camedy situatians with Hank ond Hanley Stofford. *Sponsared by Bowman Dairy Ca.*

3:00 2 Juvenile Jury—Panel
Jack Barry emcees ponel of moppets.

5 Excursion—Educational
Host Burgess Meredith. Former President Horry S. Truman will be questioned by o group of high school ond college students on the subject of the Point Four program. Also on the progrom will be a repeot of "The 51st Drogon," cartoon based an Heywood Braun's story.

7 Captain Midnight
"San of Zorro." Part five.

9 MOVIE—"Rendezvous 24"
An American government agent tracks down a gang of Nazi gunmen.

3:30 2 Adventure—Educational
Films and discussion of the Belgian Congo. Dr. Horry Shapiro, choirman of the department of anthropology af the American Museum of Notural History, is guest. Charles Collingwood is host.

5 Zoo Parade-About Animals
"South American Animals," and "new world" monkeys are discussed by R. Marlin Perkins and Jim Hurlbut.

7 Bob Atcher Show—Family
Western variety show with host Bob Atcher and Capt. Stubby's Buccaneers.

4:00 2 Omnibus—Potpourri
(1) Dramatization of the treason of Benedict Arnold. (2) Orson Dean with some of his satiric routines. (3) "Ballet Girl," film abaut a young girl's training to become a ballerina.

5 Hall Of Fame—Drama
"The Gaod Samaritan." Stary af the development of the Red Cross.

7 Super Circus—3 Ring Thrills
Claude Kirchner presents: (1) Bob and Jean Fenner on the trampoline. (2) Mary Hartline and the band. (3) The Tien Tsi Lie, oriental acrobats. (4) Sharkey the Seal. (5) Cliffy, Scampy, and Nicky in skit "Far North." (Guests invited. Write Guest Relations, WBKB, Chicago.)

9 MOVIE—"Radar Secret Service"—Radar is used to trace a truckload of stolen uranium ore.

5:00 5 Meet The Press—Discussion
Dave Beck, President af the International Bratherhood of Teamsters, is interviewed by a panel of reparters, including Bob Considine, Victor Riesel, and Richard Wilson. Lawrence Spivak moderates.

7 Cisco Kid—Western Film

9 Secrets Of Youth
Mr. Artur, hair stylist, and Syd Simas, make-up expert, will demonstrate beauty treatments.

5:30 2 You Are There—Drama
"The Trial of John Peter Zenger." Attorney Andrew Hamilton establishes truth as a defense in a case of libel as publisher Zenger is tried for ottacking the administration and policies of the governar.

5 Roy Rogers Show—Drama
"The Hermit's Secret." Roy and Dole tangle with an old gentleman and his daughter in their search for a murderer.

7 George Jessel—Variety
Singing star Teresa Brewer, Richard Tucker of the Metropolitan Opera, and dancer Joan Holloway are guests. Tucker sings an aria fram "La Baheme," Teresa affers "Bell Battam Blues" and "Heartbreaking Waltz."

9 What's The Answer?—Quiz
Quiz-master Mal Bellairs.

EVENING

6:00 2 Life With Father—Comedy
Leon Ames and Lurene Tuttle. ("It's a way of life," Leon Ames tells TV GUIDE in next week's issue.)

5 Paul Winchell—Comedy
Paul, Jerry Mahoney and Knucklehead Smiff with comedy and music.

7 You Asked For It—Requests
Art Baker presents: (1) Hurdle roce between an auto and a horse. (2) Geargе Washington sapphire. (3) Dr. Bruno Furst, memory expert. (4) The finger tug-of-war.

SUNDAY 6:00 P.M. CHANNEL 9

MASK OF THE DRAGON

Starring Richard Travis and Sheila Ryan. Korean veteran returns to California with a mysterious dragon. The unlucky figurine leads to his death and to discovery of an international racket.

THE WHITE CROSS THEATRE
Sponsored by
BANKERS LIFE & CASUALTY CO.

9 MOVIE—"Mask Of The Dragon"—An attempt to smuggle a jade statuette containing uranium into the United States results in murder and violence. Richard Travis, Sheila Ryan. *Sponsored by Bankers Life & Casualty Co.*

6:30 2 Private Secretary—Comedy
Susie (Ann Sothern) gets a free trip to Paris.

5 Mr. Peepers—Comedy
Robinson, Wes, and Aunt Lillian teach Mrs. Gurney to drive.

7 Paul Whiteman's TV Teen Club—Musical Variety
Guests tonight include accordionist Ronald Amoroso, 12, of Philadelphia; The Rhythm Boys, teen-agers, dance trio from Philadelphia; Albert Smrekar, 15, blind pianist from Cleveland; and Maureen Coombs and Rudy Roceca, teen-agers.

7:00 2 TOAST OF THE TOWN
Ed Sullivan presents Nat "King" Cole, actor Hurd Hatfield in a scene from the play "Bufflight," octogenarian Joe Howard, comedian Harvey Stone, and the Amin Brothers, novelty act.

5 COMEDY HOUR—Variety
Eddie Cantor, star of tonight's show, presents the following film achievement award winners: actress Audrey Hepburn, star of "Roman Holiday," currently appearing on Broadway in "Ondine," and Brandon de Wilde, Child Actor of the Year, of the film "Shane," who will be interviewed via split screen from New York. William Holden, Actor of the Year, of the film "Stalag 17," Jack Palance, Most Promising Male Newcomer, of "Shane," and Frank Sinatra, Supporting Actor of the Year, of "From Here to Eternity," will appear in dramatic sketches. Frank Freeman of Paramount Pictures will receive the industry award. Music by Al Goodman's orchestra, from Hollywood.

7 THE MASK—Drama
"The Visitor." A deported gangster returns illegally and tangles with Guilfoyle & Guilfoyle. Gary Merrill, Wm. Prince.

9 SPOTLIGHT ON CHICAGO
Talks on what's going on in Chicago.

7:30 9 FAITH OF OUR FATHERS
Religious service. (Guests are invited to WGN-TV studio. No tickets necessary.)

8:00 2 FRED WARING SHOW
Fred and his company tonight feature songs of Spring and others about Erin.

5 PHILCO TV PLAYHOUSE
"The Dancers." Turned down for a date by the most popular girl in town, a young man decides to settle for a plain girl. *Sponsored by Philco Corp.*

7 WALTER WINCHELL—News

9 ROCKY KING-Roscoe Karns
Rocky is called in when a "bum" is found shot to death in a publisher's home.

8:15 7 Political Speech
Talk by Park Livingston.

8:30 2 MAN BEHIND THE BADGE
Eugene Fanning, an investigator for the Massachusetts Registry of Motor Vehicles, tracks down a hit-and-run driver who left his victim to die on the highway. Special guest: Ned H. Dearborn, president of the National Safety Council.

7 THE PETER POTTER SHOW
Talent-variety entertainment.

9 PLAINCLOTHESMAN-Drama
"Fatal Voyage." A man is victimized by a golddigger and is accused of dynamiting a chartered boat. Ken Lynch.

9:00 2 THE WEB—Drama
Tale of mystery and intrigue.

5 LORETTA YOUNG—Drama
"Nobody's Boy." The Boys' Brotherhood Republic of Chicago helps a 12-year-old boy on the road to rehabilitation. Loretta stars with Peter Reynolds, Chick Chandler, Morris Ankrum, and Peter Brocco.

7 BREAK THE BANK—Quiz
Bert Parks is emcee.

9 DOLLAR A SECOND—Quiz
Jan Murray emcees quiz game.

9:30 2 WHAT'S MY LINE?—Quiz
Moderator John Daly with Arlene Francis, Steve Allen, and Dorothy Kilgallen. Bennett Cerf returns to the show tonight.

5 NEW DIMENSIONS
Pragram in stereaphanic saund featuring Natalie Hinderas, pianist, with Jaseph Gallicchia canducting.

7 FOCAL POINT—Film Shorts

9 MAN AGAINST CRIME
"Will O' the Wisp." Mike Barnett (Ralph Bellamy) helps an ald U.S. Cavalryman in his last charge.

9:45 7 FILM SHORT

10:00 2 MOVIE—"Arkansas Judge"
The theft af $50 causes camplete upset and canfusian in Peaceful Valley. Lean Weaver and June Weaver. *Spansared by Household Finance Corp.*

5 Weather—Clint Youle

7 Death Valley Days—Drama
"Snawshae Thampsan." Heraic Jahn Thampsan carries the U.S. mail aver treacherous peaks and aids a traveller.

9 MOVIE—"Millionaire For Christy"—(1st shawing) Legal secretary is sent ta San Francisca ta infarm a radia philasapher that he is the heir ta a fartune. Fred MacMurray and Eleanar Parker. *Spansored by Courtesy Motars.*

10:10 5 Dorsey Connors—Tips
Yaur cavered caat hangar.

10:15 5 News—Alex Dreier

10:30 5 Sports—Norm Barry

7 MOVIE—Title Not Available

11:00 5 MOVIE—"Song For Miss Julie"—Twa playwrights plan ta da a play invalving a southern gentleman af the 1850's. Shirley Rass, Bartan Hepburn.

11:15 2 News Roundup

11:30 2 MOVIE—Title Not Available

9 News—Les Nichols
Raundup af late news happenings.

11:45 9 Weather—Carl Greyson

12:00 2 MOVIE—"Poison Pen"
A peaceful English village becames a raging starm when letters arrive daily fram an unknawn persan, turning husband against wife, laver against sweetheart. Flara Rabsan and Reginald Tate.

7 MOVIE—"Lady In The Death House"—A girl is accused af the murder af a man wha blackmailed her.

FIRST RUN!

Roy Rogers

WBBM-TV
(Channel 2)
SUNDAY 10 P.M.

Presented by
HFC HOUSEHOLD FINANCE
Corporation

MORNING

6:45 ⑤ **Everett Mitchell—Talks**
Early morning discussion for formers.

7:00 ⑤ **Today—News, Interviews**
Guest: cortoonist Al Capp. (Five minutes af locol news with Len O'Cannor at 7:25, 7:55, 8:25, 8:55 AM.)

⑦ **Chicago Parade—Variety**
Tommy Riggs, Betty Lou, morning variety.

8:00 ② **Ray Rayner—Comments**
Weother, music and news. (Five minutes of locol news with Jahn Harrington, at 8:25 A. M.)

⑦ **Breakfast Club-Don McNeill**
Peter Donald subs for Don McNeill.

8:55 ② **News—Jim Conway**

9:00 ② **Godfrey And Friends**
Fun with all the "little Godfreys."

⑤ **Ding Dong School—Kids**
Nursery with Dr. Frances Horwich. Show originotes in New York todoy and tomarrow, and will be telecost in color.

⑦ **News—Ulmer Turner**

⑨ **Paul Fogarty—Exercises**
"Arms and the girl."

9:05 ⑦ **Beulah Karney Presents**
Beulah visits the Matadar Room at Stock Yards Inn.

9:30 ⑤ **One Man's Family—Serial**
Story of the Barbour family.

⑨ **Time For Stories**
Tino Redmond reods to youngsters.

9:40 ⑦ **Ed Allen—Exercises**
Spring clean-up an the excess pounds.

9:45 ⑤ **Three Steps To Heaven**
Drama of a smoll-town girl in New Yark.

You can afford
this finer coffee . . .

because
you use
less per cup!

9:55 ⑦ **Weather—Wayne Griffin**

10:00 ⑤ **Home—For Women**
Arlene Francis emcees TV magazine.

⑦ **Play House—Kiddies**
Angel Casey with games and stories.

⑨ **A To Z Of Cookery—Tips**
"Mandoy manners; leftovers."

10:30 ② **Strike It Rich—Quiz**
Worren Hull emcees "quiz with a heort."

⑦ **Pied Piper Show—Kids**
Art Hern narrates staries.

10:55 ⑨ **News—Steve Fentress**

11:00 ② **Valiant Lady—Serial**
Noncy Coleman in the title role.

⑤ **Bride and Groom-Wedding**
John Nelson emcees the ceremanies.

⑦ **Danny O'Neil Show**
Danny, Chet Roble, Nancy Wright.

⑨ **Ernie Simon—Four To Go**
Quiz contest. (Guests are invited. Write WGN-TV for tickets.)

11:15 ② **Love Of Life—Serial**
Beany gets hald of o rifle and same cartridges.

⑤ **Hawkins Falls—Serial**
Life in a small town.

11:30 ② **Search For Tomorrow**
Story of the Barron fomily.

⑤ **Betty White Show**
Music by Frank De Val and his orchestra.

⑨ **Earl Nightingale—Chats**
Talks on subjects af everyday interest.

11:45 ② **Guiding Light—Serial**
Jae Roberts plons a new approach to the Weber murder case.

11:55 ⑦ **News—Ulmer Turner**

AFTERNOON

12:00 ② **Brighter Day—Serial**
Story of a Minister and his parish

⑤ **Noontime Comics**
How daes Johnny Coons rate with his mappet audience. See poge A-4.

⑦ **Happy Pirates—Variety**
Two-Ton Baker with Art Hern.

⑨ **Hi Ladies—Interviews**
Mike Douglas emcees.

12:15 ② **Luncheon With Billy**
Variety with Billy Leach.

12:25 ② Lee Phillip Show—Tips
Conversation for the ladies.

12:30 ② Garry Moore—Variety
Lorroin D'Essen, who keeps a kangaroo, a llama, and other animals in her apartment, will visit Garry.

⑤ Bob And Kay—Chatter
Interviews, music and guests.

12:45 ⑨ Dr. Preston Bradley—Talk
Philosophy and ideas.

12:55 ⑦ News—Ulmer Turner

⑨ News—Steve Fentress

1:00 ② Double Or Nothing—Quiz
Bert Parks emcees quiz game.

⑤ Francois Pope—Recipes
Apple pudding, cheese souffle; Vienna cream cheese cookies.

⑦ Ruth Crowley—Baby Care
Tips on child core.

⑨ Watch To Win—Quiz
Don Gordon and the Starnoters.

1:15 ⑦ Ask The Doctor—Talk
Elizabeth Hort conducts discussion, with Drs. W. W. Bauer and William Bolton.

1:30 ② Linkletter's Houseparty
Guest: Sheilah Graham, Holly'd columnist.

⑦ Swingalong—Musical
Shirley Scott and the Modulators.

⑨ Cameracade—Film
"Holidoy Rhythm."

2:00 ② Big Payoff—Quiz
Rondy Merriman and Bess Myerson.

⑤ Kate Smith—Variety
Kate presents comic Henny Youngman, the Kateds, and a "Cracker Barrel" interview conducted by Ted Collins.

⑦ Claude Kirchner—Variety
Cloude emcees variety show.

⑨ Paul Dixon Show—Music
Musical pontomimes.

2:30 ② Bob Crosby—Musical
Tunes: "Look Out the Window," "Richochet," "Walkin' My Baby Back Home," "Down By the Station," "Long,Long Ago."

⑦ Stuart Brent—Discussion
Discussion for women.

2:45 ⑦ News—Austin Kiplinger

3:00 ② Petticoat Party—Games
Frazer Thomas emcees games.

Now every week day

channel 5

9:00 am	DING DONG SCHOOL
9:30 am	ONE MAN'S FAMILY
9:45 am	THREE STEPS TO HEAVEN
10:00 am	HOME The electronic magazine for women
11:00 am	BRIDE AND GROOM
11:15 am	HAWKINS FALLS
11:30 am	BETTY WHITE SHOW
12:00 noon	NOONTIME COMICS
12:30 pm	BOB AND KAY
1:00 pm	CREATIVE COOKERY

WNBQ channel 5
NBC TELEVISION

5 Welcome Travelers
Tammy Bartlett interviews.

7 Jerry Lester Show—Variety
Afternoan fun for the ladies.

9 Commercial—Film

3:05 9 Movie Quick Quiz—Game
Dick "Twa-Tan" Baker emcees.

3:30 2 Shopping With Miss Lee
Lee Phillip with buying tips.

5 On Your Account
Billy Gerhards, a nine-year-old American boy who has lived in Germony for the post six yeors, tells of week in U. S.

9 Index: Information

3:45 2 MOVIE—"Lazy Bones"
The family of o lazy Baronet, short on money, persuades him to morry an American heiress. Ion Hunter and Claire Luce.

3:55 7 Musical Weather Show
Buddy Moreno is host.

4:00 5 Pinky Lee—Comedy

7 News—Ulmer Turner

9 MOVIE—"Outlaws Of Boulder Pass" — Starring Geargе Hauston, Dennis Moore.

4:05 7 MOVIE—"Knockout"
Stary of a fixed fight deal.

4:30 5 Howdy Doody—Puppets
Bab Smith with Clarabelle Clawn.

4:55 9 News—Les Nichols

5:00 2 Garfield Goose and Friend
"King" Garfield and Frazer Thomas.

5 Elmer, The Elephant—Kids
John Conrad, Elmer, and Elmira.

7 Jolly Seven Gang—Kids
Shart mavies and cartaons.

9 Bob Atcher Show—Kids

5:30 2 Gene Autry Time—Film
Western adventure story.

5 Close-Up—Musical
Howard Miller, June Valli and the Art Van Damme Quintet.

7 Nick Francis—Films
Fun for the youngsters.

LUCILLE BALL DESI ARNAZ

THE

With
MARJORIE MAIN · KEENAN WYNN · ALBERT HACKETT and FRANCES GOODRICH
Screen Play by

9 News—Leslie Monypenny

5:45 7 Bob And Ray—Satires
Bob Elliat and Ray Goulding.

9 Curbstone Cut Up-Chats
Ernie Simon conducts interviews.

EVENING

6:00 2 Sports—Bob Elson
5 Weather—Clint Youle
Today's weather repart.
7 News—Austin Kiplinger
9 Captain Video—Adventures
Al Hodge as the captain.

6:05 5 News—Jack Angell
7 Sports—Jack Drees

6:10 5 Sports—Joe Wilson
Comments and sports news.
7 Weather—Wayne Griffin

6:15 2 News—Julian Bentley
5 Dorsey Connors—Travel
Nechar Valley, Germany.
7 News—John Daly

9 Number Please-Quiz Game
Jack Brickhouse emcees the game.

6:20 5 Alex Dreier—Features
"Man On the Go," with news.

6:25 5 Tony Weitzel—Comments
Gossip and interviews.

6:30 2 News—Douglas Edwards
5 Arthur Murray Party
Gisele McKenzie is tanight's guest.
7 Jamie—Drama
"Jamie Becames a Journalist." Jamie starts a newspaper, but it's a little too candid to suit the neighbors.
9 News—Spencer Allen

6:45 2 Perry Como Show—Music
Guest: Ray Anthony. Patti Page subs far Perry and the Fantanes.
5 News—John C. Swayze
9 Chicagoland Newsreel

7:00 2 BURNS & ALLEN—Comedy
It's a bad day far the psychiatrist when Gracie keeps an appointment with him.

They're in the movies now!

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5 NAME THAT TUNE—Quiz
Red Benson ond Vicki Mills.

7 SKY KING THEATER
Kirby Gront as the cowboy.

9 TWENTY QUESTIONS—Quiz
Moderator Jay Jockson with panel: Fred Van Deventer, Florence Rinard, Herb Polesie, Dick Harrison. Guest: Actress Rhonda Fleming.

7:30 2 TALENT SCOUTS—Variety
Arthur Godfrey emcees professional talent.

5 CONCERT—H. Barlow
Saloists: Saprana Pia Tassinari and her husband, tenar Ferruccia Tagliavini.

Program

"Lontano, Lantana," from "Mefistafele" ..... Boita
"Addio" from "La Boheme" ....Puccini
"Libiamo" from "La Traviata" ....Verdi
"Ave Maria" .....Schubert
"L'Ultima Canzone" .....Tasti
"Turkish March" .....Mozart

7 DR. I.Q.—Quiz
James McClain as Dr. I. Q.

9 MOVIE—"Passenger To London"—A detective plants secret papers on a girl traveling ta London, when he suspects thot he is being fallawed. Jahn Warwick and Jenny Laird.

8:00 2 I LOVE LUCY—Comedy
"Bonus Bucks." Lucy and Ethel have o little dispute over which af them really should get a lucky bonus buck.

5 DENNIS DAY—Comedy
Entangled with caunterfeiters, Dennis poses as a Japanese fence in arder to square himself with the police. *Sponsored by RCA Victor.*

7 MOVIE—Title Not Available

8:30 2 RED BUTTONS—Comedy
Music and comedy with Red, Betty Ann Grove, Joe Silver, Philipa Beavans, and Eliot Reid.

5 ROBERT MONTGOMERY
"Paradise Cafe." A piono ployer in o Chicogo cafe, invents a toy piano with a mechanical pianist. The cafe is frequented by a cross-section of human character studies, all of whom become involved in each other's lives.

Cast

Prince .....James Dunn
Ellie .....Barbara Baxley
Paul .....Robert Webber
Marty .....Philip Kenneally
Gilda .....Colette Lyans

9 SPORTSMAN'S CLUB—Talk
"Pan fishing and the Weather" and "Basic Field Dog Troining."

9:00 2 STUDIO ONE—Drama
"Beyond a Reasonable Doubt." A school teacher is accused of the murder of anather teacher at the girl's school where she is employed.

Cast

Jane Rogers .....Susan Hallaran
Frank Lawson .....Leslie Nielsen

7 DREW PEARSON—News
Washington merry-go-round.

9 BOXING—Brooklyn
Bobby Dykes vs. Ralph "Tiger" Jones, middleweights, 10 rounds.

JIMMY POWERS' RATING

	Rated	W	L	D	KO's
Dykes	10th	92	11	5	47
Jones	Not	30	7	3	7

Dykes' recent victory over Joey Giambra again re-estoblished him as a contender to be seriously considered. Bobby can box and punch with the best in the division. His experience in aver 100 fights gives him the edge over almost all opposition. Dykes' big fault has been matching him as a welterweight. Jones has been inoctive since his August bout with Kid Gavilan. I pick Dykes.

KOOLVENT
FIGHT AT 9:00 TONIGHT
Keep Score With Ed Pazdur On WGN-TV, See Listings.

NAME	1	2	3	4	5	6	7	8	9	10

9:15 ❼ **FOCAL POINT—Film Shorts**
9:30 ❺ **TV PLAYHOUSE-Film Drama**
"Guordian of the Clock." Edmund Gwenn stors os a mon who is fired from his clocktending job because of his age, and turns bock the clock.
❼ **RACKET SQUAD—Drama**
Reed Hodley as Captain Broddock.
9:45 ❾ **SPORTS—Arch Ward**
10:00 ❷ **News—Fahey Flynn**
❺ **Weather—Clint Youle**
❼ **City Assignment—Film**
"Night Club Shokedown."
❾ **MOVIE—"The Devil And Daniel Webster"**—A mon sells his soul to the Devil in exchange for wealth.
10:10 ❺ **Dorsey Connors—Ideas**
Paint and ploster time.
10:15 ❷ **Weather—Lee Phillip**
❺ **News—Jack Angell**
National and internationol news.
10:25 ❷ **Art Mercier—Sports Tips**
Information for sportsmen.
10:30 ❷ **News—John Harrington**
❺ **Sports—Norman Barry**
❼ **Big Picture—Film**
U.S. Army in oction.
10:45 ❷ **Irv Kupcinet—Comments**
Gossip and interviews.
❺ **Herbie Mintz—Musical**
Melodies, old and new.
11:00 ❷ **MOVIE—"Port Of Forty Thieves"**—A mercenary woman kills her wealthy husbond in order to collect his estate and marry her playboy lover.
❺ **Chicago Crossroads**
Interviews with Dorothy & Tony Weitzel.
❼ **News—Ulmer Turner**
11:05 ❼ **Weather—Chuck Bill**
11:10 ❼ **Commercial**
11:15 ❼ **Guest House—Chats**
Burr Tillstrom and Fron Allison.
11:30 ❾ **News—Les Nichols**
11:45 ❾ **Weather—Carl Greyson**
12:00 ❷ **MOVIE—"Secret Voice"**
John Stuart, Diana Beoumont.
❼ **MOVIE—"Underdog"**
When a boy and his dog tongle with saboteurs, the dog proves his bravery.

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MORNING

6:45 5 **Everett Mitchell—Talks**

7:00 5 **Today—News, Interviews**
Dave Garroway discusses the toy fair. (Five minutes of local news with Len O'Connor at 7:25, 7:55, 8:25, 8:55 A.M.)

7 **Chicago Parade—Variety**
Tommy Riggs, Betty Lou, morning variety.

8:00 2 **Ray Rayner—Comments**
News, music, weather. (Five minutes of local news with John Harrington, at 8:25 A. M.)

7 **Breakfast Club-Don McNeill**
Peter Donald subs for Don McNeill.

8:55 2 **News—Jim Conway**

9:00 2 **Godfrey And Friends**
Fun with the "little Godfreys."

5 **Ding Dong School—Kids**
Nursery with Dr. Frances Horwich. Show originates today from New York, and will be telecast in color.

7 **News—Ulmer Turner**

9 **Paul Fogarty—Exercises**
"For the hip line."

9:05 7 **Beulah Karney Presents**
"How to Plan a Child's Room," and "A Dessert Children Will Love."

9:30 5 **One Man's Family—Serial**
Story of the Barbour family.

9 **Time For Stories**
Tina Redmond reads to youngsters.

9:40 7 **Ed Allen—Exercises**
Leg kickouts for trim thighs.

9:45 5 **Three Steps to Heaven**
A small-town girl in New York.

9:55 7 **Weather—Wayne Griffin**

10:00 5 **Home—For Women**
Arlene Francis with shopping features.

7 **Play House—Kiddies**
Angel Casey emcees.

9 **A To Z Of Cookery—Tips**
"Off we go;" Toffenetti, guest.

10:30 2 **Strike It Rich—Quiz**
Warren Hull emcees.

7 **Pied Piper Show—Kids**
Art Hern narrates cartoons.

10:55 9 **News—Steve Fentress**

11:00 2 **Valiant Lady—Serial**
Nancy Coleman in the title role.

5 **Bride And Groom-Wedding**
Shirlee Peck of Jamaica, Long Island, weds Harry Schwedock of Queens Village.

7 **Danny O'Neil—Variety**
Danny, Chet Roble, Nancy Wright.

9 **Ernie Simon—Four To Go**
Quiz game. (Guests are invited. Write WGN-TV for tickets.)

11:15 2 **Love Of Life—Serial**
Beanie's mother becomes more and more involved with Hal Craig.

5 **Hawkins Falls—Serial**

11:30 2 **Search For Tomorrow**
Story of the Barron family.

5 **Betty White Show**
Music by Frank De Vol's orchestra.

9 **Earl Nightingale—Chats**
Talks of everyday interest.

11:45 2 **Guiding Light—Serial**
Dick explains his position to Janet.

11:55 7 **News—Ulmer Turner**

AFTERNOON

12:00 2 **Brighter Day—Serial**
Story of a Minister and his parish.

5 **Noontime Comics—Kids**
Johnny Coons entertains the kids.

7 **Happy Pirates—Kids' Fun**
Two-Ton Baker and Art Hern.

9 **Hi Ladies—Interview**
Mike Douglas emcees.

12:15 2 **Luncheon With Billy**
Variety with Billy Leach.

12:25 2 **Lee Phillip Show—Tips**
Tips for the homemaker.

12:30 2 **Garry Moore—Variety**
Peggy Wood, TV's "Mama," is Garry's guest. Comedienne Luba Malina joins Garry in a comedy sketch.

5 **Bob And Kay—Chatter**
Guest: Harvey Olsen of Olsen Travel Assn.

12:45 9 **Dr. Preston Bradley—Talk**
Philosophical and topical subjects.

12:55 7 **News—Ulmer Turner**

9 **News—Steve Fentress**

1:00 5 **Francois Pope—Recipes**
Veal balls smetana, and open face apple custard pie.

7 Ruth Crowley—Baby Care
Discussion on the care of infants.

9 Watch To Win—Quiz
Don Gordon emcees.

1:15 7 Ask The Doctor—Talk
Elizabeth Hart conducts discussion.

1:30 2 Linkletter's Houseparty
Guest: Mae Clarke, old-time movie star.

7 Swingalong—Musical
Shirley Scott and the Modulators.

9 The Sewing School
Conducted by Lee Vanderhye.

2:00 2 Big Payoff—Quiz Game
Warren Hull subs for Randy Merriman.

5 Kate Smith Show—Variety
Kate presents singer Bill Hayes, International Forum, and pianist Stan Freeman.

7 Claude Kirchner—Variety
Especially for the ladies.

9 Paul Dixon Show—Music
Musical pantomimes.

2:30 2 Bob Crosby—Musical
Tunes: "That's Amore," "Till We Two Are One," "The Jones Boy," "Make Love To Me," and "Among My Souvenirs."

7 Stuart Brent—Discussion
Discussion for women.

2:45 7 News—Austin Kiplinger

3:00 2 Petticoat Party—Games
Frazer Thomas emcees the fun. (Guests are invited. Tickets unnecessary.)

5 Welcome Travelers
Tommy Bartlett interviews Chicago visitors. (Guests invited. Write Guest Relations, WNBQ, Chicago).

7 Jerry Lester Show—Variety
Afternoon fun for the ladies.

9 Movie Quick Quiz
Dick "Two-Ton" Baker emcees.

3:30 2 Shopping With Miss Lee
Lee Phillip with shopping hints.

5 On Your Account
Win Elliot interviews.

9 Index: Information

3:45 2 MOVIE—"Rose Of Tralee"
A struggling Irish tenor, goaded by a scheming uncle, agrees to leave his family and try his luck in America.

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3:55 ⑦ Musical Weather Show
Buddy Moreno with the report.
4:00 ⑤ Pinky Lee—Comedy
Comedy, variety and music.
⑦ News—Ulmer Turner
⑨ MOVIE—"Lone Rider In Ghost Town"—Band of outlaws attempt to protect their hidden ore vein in a ghost town. George Houston.
4:05 ⑦ MOVIE—"Silks And Saddles"—A horserace adventure starring Herman Brix, Toby Wing and Fuzzy Knight.
4:30 ⑤ Howdy Doody—Puppets
Clarabelle the clown amuses kiddies.
4:55 ⑨ News—Les Nichols
5:00 ② Garfield Goose and Friend
Garfield and Frazer Thomas.
⑤ Elmer The Elephant—Kids
John Conrad and the elephant.
⑦ Jolly Seven Gang—Kids
Fun for all the kiddies.

ON SALE WEDNESDAY

the most complete detailed program listings in Chicagoland

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⑨ Bob Atcher Show—Kids
Fun for the youngsters.
5:30 ② Gene Autry Time—Film
Western adventure.
⑤ Close-Up—Musical
Howard Miller, June Valli, and the Art Van Damme Quintet.
⑦ Nick Francis—Films
Short movies and cartoons.
⑨ News—Leslie Monypenny
5:45 ⑦ Bob And Ray—Satires
Comedy with Bob Elliot, Ray Goulding.
⑨ Curbstone Cut Up—Chats
Ernie Simon conducts interviews.

EVENING

6:00 ② Sports—Bob Elson
Sports commentary.
⑤ Weather—Clint Youle
⑦ News—Austin Kiplinger
⑨ Captain Video—Adventures
Al Hodge as the Captain.
6:05 ⑤ News—Jack Angell
⑦ Sports—Jack Drees
6:10 ⑤ Sports—Joe Wilson
Scores and comments.
⑦ Weather—Wayne Griffin
6:15 ② News—Julian Bentley
⑤ Dorsey Connors—Travel
Guest: Simcha Pratt, Consul of Israel.
⑦ News—John Daly
⑨ Number Please-Quiz Game
Jack Brickhouse emcees the game.
6:20 ⑤ Alex Dreier—Features
Unusual stories in the news.
6:25 ⑤ Tony Weitzel—Comments
Gossip and interviews.
6:30 ② News—Douglas Edwards
News, commentary, and films.
⑤ Dinah Shore—Musical
Dinah with hit tunes of the day.
⑦ Cavalcade Of America
"Duel at the OK Corral." Wyatt Earp brings new safety to law enforcement on the frontier. Kenneth Tobey.
⑨ News—Spencer Allen
6:45 ② Jo Stafford Show—Music
Tunes: "Make Love To Me," "Discretion," and "In the Still of the Night."

5 News—John C. Swayze
9 Chicagoland Newsreel

7:00 2 GENE AUTRY—Drama
"Dry Gulch at Devil's Elbow." Gene goes to the oid of a sheriff facing a bond of outlaws.

5 MILTON BERLE—Comedy
Milton has tròuble with his income tox, ond Jock Carson and Eddie "Rachester" Anderson drop in to give him some help. Ruthie Gilbert and Arnold Stang also on hond.

7 STU ERWIN—Comedy
Comedy with Stu, June Collyer, Ann Todd, ond Sheila Jomes.

9 BISHOP FULTON J. SHEEN
Philosophic observotions on man ond his role in the universe. *Sponsored by Admiral Corp.*

7:30 2 RED SKELTON—Comedy
Fun with Red and the gang.

7 OF MANY THINGS
Bergen Evons ond guest Chorles Marton, Associote Editor of *Atlantic Monthly*, discuss "Old Cors."

9 PANTOMIME QUIZ—Game
Mike Stakey emcees. Two teams vie in a gome of charades. Team regulars include Jerry Lester, Peter Donald, Elaine Stritch, Darathy Hart, ond Jockie Cooper.

8:00 2 THIS IS SHOW BUSINESS
Guests: camedion Larry Storch, singer Mortha Wright, dancer Lou Wills, Jr. Panel includes George S. Kaufman, Sam Levenson, ond hast Clifton Fodimon.

5 FIRESIDE THEATER—Drama
"The Farnsworth Case." A defense attorney switches suspects during a trial. John Agar, Ruth Cliffard, Hoyden Rorke.

7 DANNY THOMAS—Variety
Donny buys o nightclub when his doctor advises him to get o hobby ond relax. (Donny used to think TV was for the birds. See poge 5.)

9 BADGE 714—Drama
"The Big Grondmo." Sgt. Fridoy is assigned to break the boffling cose of a wily check forger. Jack Webb. *Sponsored by Chicago Mator Club.*

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every

TUESDAY

● 9:00 pm ●

WNBQ *channel* 5

NBC TELEVISION

TUESDAY

8:30 ② SUSPENSE—Drama

"Before the Act," starring Jeffrey Lynn and Jo Van Fleet. A small-town bank president and his employees are involved in a bank theft.

⑤ CIRCLE THEATER—Drama

"Tam O'Shanter." An ingenious Scotsman revalutionizes the egg industry. Arthur Treacher, Mildred Natwick.

⑦ MOTOROLA TV HOUR

"The Family Man." A Washington newsman works overtime to send his children to college, but his young daughter misinterprets his absence as lack of family interest.

Cast

Anthony Updyke.....Hume Cronyn
Ruth Updyke.....Jane Wyatt
Alcie Updyke .....Pat Smith
Hazel Beck.....Elaine Stritch

⑨ CASES OF EDDIE DRAKE

"The Perfectionists," with Don Haggerty.

9:00 ② DANGER—Mystery

"The First Holdup." A young man plans a holdup in order to get money to impress his girlfriend.

⑤ JUDGE FOR YOURSELF

Fred Allen interviews panelists who judge new songs by professional composers. Tunes are performed by Bob Carroll, Judy Johnsan, and the Skylarks.

⑨ 48TH STREET THEATER

Half hour film drama.

9:30 ② SEE IT NOW—News

Edward R. Murrow presents an-the-spot films, interviews, and commentary.

⑤ MR. & MRS. NORTH

"Flight 217." Jerry North picks up a suitcase containing a bomb as he embarks on the plane from Mexico City. Richard Denning and Barbara Britton.

⑦ NAME'S THE SAME—Panel

Robert Q. Lewis with Jaan Alexander, Basil Rathbone, Gene Rayburn.

⑨ I LED THREE LIVES—Film

Richard Carlson as Herbert Philbrick of the FBI, who worked as a communist.

10:00 ② **News—Fahey Flynn**
⑤ **Weather—Clint Youle**
⑦ **Gloria Swanson—Film**
"The Best Years." The heart warming story of a young boy and his love for his horse. Bobby Driscoll, John Litel.
⑨ **MOVIE—"Kipps"**
(1st showing) A department store clerk inherits a fortune. Michael Redgrave.

10:10 ⑤ **Dorsey Connors—Ideas**
Practical kitchen hints.

10:15 ② **Weather—Lee Phillip**
⑤ **News—Jack Angell**

10:25 ② **Art Mercier—Sports Tips**
Advice for sportsmen.

10:30 ② **News—John Harrington**
⑤ **Sports—Norman Barry**
Sports headlines.
⑦ **I'm The Law—Drama**
George Raft stars in "The Fight Fix." A girl and her boss blackmail a fighter, and it leads to murder.

10:45 ② **Irv Kupcinet—Comments**
Gossip and interviews.
⑤ **Herbie Mintz—Musical**
Old-time musical favorites.

11:00 ② **MOVIE—Title Not Available**
⑤ **Bowling—From Chicago**
Junie McMahon vs. Al Walter. Joe Wilson describes the games. *Sponsored by DeMet Pontiac.*
⑦ **News—Ulmer Turner**

11:05 ⑦ **Weather—Chuck Bill**

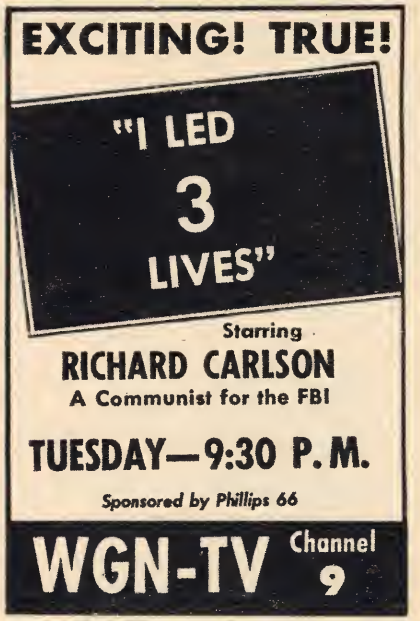
11:10 ⑦ **Commercial**
"Your Lucky Star."

11:15 ⑦ **Tom Duggan—Comments**
Gossip, chatter, and interviews.

11:30 ⑨ **News—Les Nichols**

11:45 ⑨ **Weather—Carl Greyson**

12:00 ② **MOVIE—"William Comes To Town"**—A boy enters the prime minister's home to give him the key to the nation's prosperity. William Graham.
⑦ **MOVIE—"Mile A Minute Love"**—A thief posing as a nobleman tries to steal money from a ship owner, and a young inventor prevents the theft. William Bakewell and Arletta Duncan.



MORNING

6:45 ❺ **Everett Mitchell—Talks**
Discussion for farmers.

7:00 ❺ **Today—News, Interviews**
Dove Gorroway hosts. Women's features: the bride's hope chest. (Five minutes of local news with Len O'Connor at 7:25, 7:55, 8:25, 8:55 A. M.)

❼ **Chicago Parade—Variety**
Music, news, weather, ond time.

8:00 ❷ **Ray Rayner—Comments**
Weather, music, news. (Five minutes of local news with John Harrington at 8:25.)

❼ **Breakfast Club-Don McNeill**
Peter Donold subs for Don McNeill.

8:55 ❷ **News—Jim Conway**
Stories behind the heodlines.

9:00 ❷ **Godfrey And Friends**
Fun with all the "little Godfreys."

❺ **Ding Dong School—Kids**
Nursery with Dr. Fronces Horwich.

❼ **News—Ulmer Turner**
Local and national news.

❾ **Paul Fogarty—Exercises**
"The Bear Walk."

9:05 ❼ **Beulah Karney Presents**
"Meal of the Week."

9:30 ❺ **One Man's Family—Serial**
Story of the Barbour fomily.

❾ **Time For Stories**
Tina Redmond reods to youngsters.

9:40 ❼ **Ed Allen—Exercises**
Bend for better health.

9:45 ❺ **Three Steps To Heaven**
A small-town girl in New York.

9:55 ❼ **Weather—Wayne Griffin**
Temperatures and predictions.

10:00 ❺ **Home—For Women**
Arlene Francis, editor-in-chief.

❼ **Play House—Kiddies**
Angel Casey is hostess.

❾ **A To Z Of Cookery—Tips**
"Salt water taffy, sea food dinner."

10:30 ❷ **Strike It Rich—Quiz**
Worren Hull emcees.

❼ **Pied Piper Show—Kids**
Art Hern with stories and cartoons.

10:55 ❾ **News—Steve Fentress**

11:00 ❷ **Valiant Lady—Serial**
Nancy Colemon in title role.

❺ **Bride and Groom-Wedding**
Shirley Mathews of Vestal, New York, marries Robert Connor of Endicott.

❼ **Danny O'Neil—Variety**
Music by Chet Roble and Nancy Wright.

❾ **Ernie Simon—Four To Go**
Quiz gome. (Guests ore invited. Write WGN-TV for tickets.)

11:15 ❷ **Love Of Life—Serial**
Meg, Hol neorly reach breoking point.

❺ **Hawkins Falls—Serial**
Life in a small town.

11:30 ❷ **Search For Tomorrow**

❺ **Betty White—Chatter**
Music by Frank De Vol's orchestra.

❾ **Earl Nightingale—Chats**
Talks of everydoy interest.

11:45 ❷ **Guiding Light—Serial**
Kathy leaves word for Dick to coll her.

11:55 ❼ **News—Ulmer Turner**

AFTERNOON

12:00 ❷ **Brighter Day—Serial**
Story of a Minister and his parish.

❺ **Noontime Comics—Kids**
Johnny Coons entertoins the kids.

❼ **Happy Pirates—Kids' Fun**
Two-Ton Baker ond Art Hern.

❾ **Hi Ladies—Interviews**
Mike Douglas emcees.

12:15 ❷ **Luncheon With Billy**
Voriety with Billy Leach.

12:25 ❷ **Lee Phillip Show—Tips**
Conversation for the ladies.

12:30 ❷ **Garry Moore—Variety**
Ivan Sanderson with a jungle friend. Denise, Ken sing "The Live Ook Tree."

❺ **Bob And Kay—Chatter**
Interviews, music and guests.

12:45 ❾ **Dr. Preston Bradley—Talk**
Philosophical and topical subjects.

12:55 ❼ **News—Ulmer Turner**

❾ **News—Steve Fentress**

1:00 ❷ **Double Or Nothing—Quiz**
Bert Porks emcees quiz game.

❺ **Francois Pope—Recipes**
TV hot lobster brochettes, prune almond loaf, and home style baked beans.

DAYTIME IS SEVEN TIME

See the newest of our new look every Monday thru Friday

CHICAGO PARADE
7:00 A.M.

BREAKFAST CLUB
8:00 A.M.

ASK THE DOCTOR
1:15 P.M.

SWINGALONG
1:30 P.M.

AUSTIN KIPLINGER
2:45 P.M.

JERRY LESTER
3:00 P.M.

JOLLY 7 GANG
5:00 P.M.

BOB & RAY
5:45 P.M.

WBKB CHANNEL **7**

7 Ruth Crowley—Baby Care
9 Watch To Win—Quiz
Don Gordon ond the Stornoters.

1:15 7 Ask The Doctor—Talk
Elizobeth Hort conducts discussion, with Drs. W. W. Bouer ond William Bolton.

1:30 2 Linkletter's Houseparty
Guest: Judy Canovo.
7 Swingalong—Musical
Kenny Bowers and The Modulotors.
9 Adventure in Learning
Ill. Institute of Technology.

2:00 2 Big Payoff—Quiz Game
Warren Hull subs for Randy Merriman.
5 Kate Smith Show—Variety
Kote presents the Czernys, dance team; singer Danny Sutton, "Crocker Barrel" interview, Charlie Ruggles in another chopter of "The World of Mr. Sweeney."
7 Claude Kirchner—Variety
Show directed to the ladies.
9 Paul Dixon Show—Music
Musicol pontomimes with Poul.

2:30 2 Bob Crosby—Musical
Tunes: "Heart of My Heart," "Till Then," "Everything Hoppens to Me," "Block Boll Ferry Line," "Beoutiful Dreomer."
7 Stuart Brent—Discussion
Advice ond informotion for women.

2:45 7 News—Austin Kiplinger
Roundup of news hoppenings.

3:00 2 Petticoat Party—Games
Frozer Thomos emcees the fun. (Guests ore invited to the Gorrick Theoter.)
5 Welcome Travelers
Tommy Bortlett interviews Chicago visitors. (Guests invited. Write to Guest Relotions, WNBQ, Chicogo.)
7 Jerry Lester Show—Variety
Afternoon fun for the lodies.
9 Commercial—Film

3:05 9 Movie Quick Quiz—Game
Dick "Two-Ton" Baker emcees.

3:30 2 Shopping With Miss Lee
Tips from Lee Phillip.
5 On Your Account
Win Elliot emcees.
9 Index: Information
"Coostline."

3:45 2 MOVIE—'Tough To Handle'
A young reporter ond a newsboy outsmort rocketeers who cheot sweepstokes winners of their prizes. Fronkie Dorro ond Kone Richmond.

3:55 7 Musical Weather Show
Buddy Moreno is host.

4:00 5 Pinky Lee—Comedy
Comedy, voriety and music.
7 News—Ulmer Turner
9 MOVIE—"Lone Rider In Texas Justice"—A group of cattle rustlers are hiding out in an old mission. George Houston and Al St. John.

4:05 7 MOVIE—"A Man Of Courage"—An innocent woman is jailed for the murder of her husband. Barton McLane, Lyle Talbot.

4:30 5 Howdy Doody—Puppets
Bob Smith emcees the fun.

4:55 9 News—Les Nichols

5:00 2 Garfield Goose and Friend
Fun with Garfield and Friend Frozer.
5 Elmer The Elephant—Kids
John Conrad entertains.
7 Jolly Seven Gang—Kids
Fun for the children.
9 Bob Atcher Show—Kids
Fun for the kiddies.

5:30 2 Gene Autry Time—Film
Western odventure stories.
5 Close-Up—Musical
Howard Miller, June Valli, and the Art Von Damme Quintette.
7 Nick Francis—Films
Short movies ond cortoons.
9 News—Leslie Monypenny

5:45 7 Bob And Ray—Satires
Bob Elliot ond Ray Goulding.
9 Curbstone Cut Up—Chats
Ernie Simon conducts interviews.

EVENING

6:00 2 Sports—Bob Elson
5 Weather—Clint Youle
Temperatures ond predictions.
7 News—Austin Kiplinger
9 Captain Video—Adventures

6:05 5 News—Jack Angell

7 Sports—Jack Drees
Scores ond comments.

6:10 5 Sports—Joe Wilson
7 Weather—Wayne Griffin
A look at the weother chorts.

6:15 2 News—Julian Bentley
5 Dorsey Connors—Travel
Visit to Puerto Rico.
7 News—John Daly
9 Number Please-Quiz Game
Jock Brickhouse conducts.

6:20 5 Alex Dreier—Features
"Man On the Go," with Alex.

6:25 5 Tony Weitzel—Comments
Gossip and interviews.

6:30 2 News—Douglas Edwards
Notional ond world events.
5 Eddie Fisher—Musical
Eddie sings the tunes of the day.
7 Mark Saber—Mystery
Tom Conwoy stars.
9 News—Spencer Allen

6:45 2 Perry Como—Musical
Guests: The Four Lads. Patti Page subs for Perry ond the Fontanes.
5 News—John C. Swayze
Coravan of news hoppenings.
9 Chicagoland Newsreel

7:00 2 GODFREY AND FRIENDS
Variety show with Arthur Godfrey, Frank Parker, Marion Marlowe, Lu Ann Simms, Holeloke, Tony Marvin, Janette Davis, the Mariners and the McGuire Sisters. (Whot's preventing those Frank-and-Morion duets? Explonation on page 12.)
5 I MARRIED JOAN—Comedy
Unknown to one another, Joan ond Brod write big checks on their bank account. Joan Davis and Jim Backus.
7 MOVIE—Title Not Available
9 COLONEL FLACK—Mystery
Alan Mowbroy as the Colonel.

7:30 5 MY LITTLE MARGIE
"The Proposal for Popo." Embarrassed Vern learns thot o client's daughter hos a crush on him. Morgie counterattacks by developing a crush on the client. (Charlie's other life, or Forrell in Palm Springs. See next week's TV GUIDE.)

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WEDNESDAY

⑨ CHICAGO SYMPHONY

Fritz Reiner conducts.

Program

Overture to "Egmont .....Beethoven
"Entronce of the Queen of Shebo" from "Solomon."..... Handel
Symphony No. 7 .....Beethoven

8:00 ② STRIKE IT RICH—Quiz

Worren Hull emcees "quiz with a heort."

⑤ KRAFT THEATRE—Drama

"Picture Window." An insuronce compony executive is making so much money that he hestitates to fulfill his lifelong ombition to open a little sporting-goods store.

Cost

Donald Cousins.....Arthur Fronz
Shelly.....Kathleen McGuire
Wendy.....Goy Huston
Mrs. Coombs.....Leora Thatcher

Sponsored by Kroft Foods.

⑦ TV THEATER—Film Drama

"Mon of Peoce," storring Rolph Foulkner ond Glase Lohman.

8:30 ② I'VE GOT A SECRET—Panel

Emcee Gorry Moore with ponel: Henry Morgon, Jayne Meodows, Bill Cullen ond Polly Bergen. Guest: Jack Corson.

⑦ CITY DETECTIVE—Film

"Hondcuffs."

⑨ CAPTURED—Film Drama

"Willie Sutton, No. 3" Chester Morris hosts. Sutton escopes from prison.

9:00 ② BOXING—Philadelphia

Gil Turner vs. Bobby Jones, middleweights, 10 rounds.

JIMMY POWERS' RATING:

	Rated	W	L	D	KO's
Turner	11	42	4	0	30
Jones	not	35	19	8	4

Turner, unoble to moke the welterweight mork of 146 lbs., is now campoigning in the heovier middleweight ronks. Jones boxes well but is weok in the punching department, ond unless you can punch ogoinst Turner you ore somewhot lost. Gil is a tireless, two-fisted workhorse, who goes three minutes of every round. Turner will win, moybe by o koyo.

5 THIS IS YOUR LIFE
Ralph Edwards presents the life story of a well-knawn persanality.

7 WRESTLING—From Rainbo
Wayne Griffin annaunces the matches.

9 THE MUSIC SHOW
Jackie Van, Mike Douglas, Eleanar Warner, Henri Nael, and Rabert Trendler conducting the archestra and charus. (Guests invited. Write WGN-TV, Chgo.)

9:30 5 FAVORITE STORY—Drama
"The City Hunter," presented by Adalphe Menjau, with Rabert Emmett Keane, Lewis Martin, and Rabert Osterlah. A big game hunter valunteers ta help the palice track down a leapard-like killer, and finds himself suspected.

9 LIBERACE SHOW—Musical
Sangs and piana arrangements.

9:45 2 SPORTS—Mel Allen

10:00 2 News—Fahey Flynn
Roundup af happenings in the news.

5 Weather—Clint Youle
Repart an today's weather.

7 Double Date—Film Dramas
(1) "The Wedding." (2) "Clase Shave." A saldier returns ta his mauntain hame and faces mare danger than in wartime. James Andersan and Ginni Jacksan.

9 MOVIE—"Lydia"
Stary af a waman and her faur lavjes, tald in flashback when the five are braught tagether again. Merle Oberan and Joseph Cattan.

10:10 5 Dorsey Connors—Ideas
"Apran Antics."

10:15 2 Weather—Lee Phillip
Miss Lee makes predictians.

5 News—Jack Angell

10:25 2 Art Mercier—Sports Tips
Discussian far spartsmen.

10:30 2 News—John Harrington

5 Sports—Norman Barry
Comments and scares.

10:45 2 Irv Kupcinet—Comments
Gassip and interviews.

5 Herbie Mintz—Musical
Meladies of yesteryear.

11:00 2 MOVIE—"Down In Arkansas"—(1st shawing) The Gavernment attempts ta take aver same land.

5 MOVIE—'Shadow Of Death'
Psychalagical mystery invalving a man and his family. Danald Cathrap.

7 News—Ulmer Turner

11:05 7 Weather—Chuck Bill
Temperatures and predictians.

11:10 7 Commercial

11:15 7 Tom Duggan—Comments
Gassip and interviews.

11:30 9 News—Les Nichols
Late news summary.

11:45 9 Weather—Carl Greyson

12:00 2 MOVIE—"Tower Of Terror"
Tale af a demented lighthause keeper an an isalated German isle wha takes in three strangers. Michael Rennie.

7 MOVIE—"Nabongo"
An embezzler planes aut of New Yark with his daughter and a carga of securities and jewels. Buster Crabbe, Fifi D'Orsay.

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MORNING

6:45 ⑤ **Everett Mitchell—Talks**
Discussion for farmers.

7:00 ⑤ **Today—News, Interviews**
Dave features old newsreels of today. (Five minutes of local news with Len O'Connor at 7:25, 7:55, 8:25, 8:55 A.M.)

⑦ **Chicago Parade—Variety**
News, weather, music, and time.

8:00 ② **Ray Rayner—Comments**
Music and chatter. (Five minutes of local news with John Harrington at 8:25 A.M.)

⑦ **Breakfast Club-Don McNeill**
Comedian Peter Donald subs for Don.

8:55 ② **News—Jim Conway**

9:00 ② **Godfrey And Friends**
Fun with all the "little Godfreys."

⑤ **Ding Dong School—Kids**
Nursery with Dr. Frances Horwich.

⑦ **News—Ulmer Turner**

⑨ **Paul Fogarty—Exercises**
"One for your waist line."

9:05 ⑦ **Beulah Karney Presents**
"School for Brides."

9:30 ⑤ **One Man's Family—Serial**
The Barbours and their five children.

⑨ **Time For Stories**
Tina Redmond tells stories to the kids.

9:40 ⑦ **Ed Allen—Exercises**
Exercise with the girls next door.

9:45 ⑤ **Three Step To Heaven**
A small town girl in N.Y.

9:55 ⑦ **Weather—Wayne Griffin**

10:00 ⑤ **Home—For Women**
Arlene Francis, editor-in-chief.

⑦ **Play House—Kiddies**
Angel Casey is hostess.

⑨ **A To Z Of Cookery—Tips**
"Plain and Fancy, buffet supper."

10:30 ② **Strike It Rich—Quiz**
Warren Hull emcees.

⑦ **Pied Piper Show—Kids**
Art Hern narrates stories.

10:55 ⑨ **News—Steve Fentress**

11:00 ② **Valiant Lady—Serial**
Nancy Coleman in the title role.

⑤ **Bride and Groom-Wedding**
Ethel Adkins of Columbus, Ohio, weds Andrew Richie, Jr., of the same city. (John Nelson in a way is TV's Dr. Kinsey. See his findings in next week's TV GUIDE.)

⑦ **Danny O'Neil—Variety**
Music, games and interviews.

⑨ **Ernie Simon—Four To Go**
Quiz game. (Guests invited. Write WGN-TV for tickets.)

11:15 ② **Love Of Life—Serial**
Bill tries to get the story from Vanessa.

⑤ **Hawkins Falls—Serial**
Life in a small town.

11:30 ② **Search For Tomorrow**

⑤ **Betty White—Chatter**
Music by Frank De Vol's orchestra.

⑨ **Earl Nightingale—Chats**

11:45 ② **Guiding Light—Serial**
Dick and Kathy say goodbye.

11:55 ⑦ **News—Ulmer Turner**

AFTERNOON

12:00 ② **Brighter Day—Serial**
Story of a minister and his parish.

⑤ **Noontime Comics—Kids**
Johnny Coons entertains the kids.

⑦ **Happy Pirates—Kids' Fun**
Two-Ton Baker and Art Hern.

⑨ **Hi Ladies—Interviews**
Mike Douglas emcees.

12:15 ② **Luncheon With Billy**
Variety with Billy Leach.

12:25 ② **Lee Phillip Show—Tips**

12:30 ② **Garry Moore—Variety**
Guests: Fedi and Fedi, vaudeville act. ("Garry gets across." See review, p. 23.)

⑤ **Bob And Kay—Chatter**
Interviews, music and guests.

12:45 ⑨ **Dr. Preston Bradley—Talk**
Philosophical and topical subjects.

12:55 ⑦ **News—Ulmer Turner**

⑨ **News—Steve Fentress**

1:00 ⑤ **Francois Pope—Recipes**
Stuffed broiled pork chops, brown soup stock, and beef vegetable soup.

⑦ **Ruth Crowley—Baby Care**

⑨ **Watch To Win—Quiz**
Don Gordon and the Starnoters.

1:15 ⑦ Ask The Doctor—Talk
Elizabeth Hart conducts discussion.
1:30 ② Linkletter's Houseparty
Guest: Jerry Pace, 7-year-old singer.
⑦ Swingalong—Musical
Kenny Bowers and The Modulators.
⑨ Adventure in Learning
Chicago public schools.
2:00 ② Big Payoff—Quiz Game
Warren Hull subs for Randy Merriman.
⑤ Kate Smith Show—Variety
Jimmy Nelson and Danny O'Day.
⑦ Claude Kirchner—Variety
Show directed to the women.
⑨ Paul Dixon Show—Music
Wanda Lewis, Sis Camp, and Paul.
2:30 ② Bob Crosby—Musical
Tunes: "Way Back Home," "Secret Love," "Manhattan," "I Get So Lonely."
⑦ Stuart Brent—Discussion
Advice and information for women.
2:45 ⑦ News—Austin Kiplinger
3:00 ② Petticoat Party—Games
Frazer Thomas emcees games. (Guests are invited to the Garrick Theater. Tickets are unnecessary).
⑤ Welcome Travelers
Tommy Bartlett interviews Chicago visitors. (Guests invited. Write to Guest Relations, WNBQ, Chicago.)
⑦ Jerry Lester Show—Variety
Afternoon fun for the ladies.
⑨ Movie Quick Quiz—Game
Dick "Two Ton" Baker emcees.
3:30 ② Shopping With Miss Lee
⑤ On Your Account
Interviews with Win Elliot.
⑨ Index: Information
"Romantic Arizona."
3:45 ② MOVIE—"Paul Temple's Triumph"—England's Nick Carter is hired by the Government.
3:55 ⑦ Musical Weather Show
Buddy Moreno is host.
4:00 ⑤ Pinky Lee—Comedy
Comedy, variety and music.
⑦ News—Ulmer Turner
⑨ MOVIE—"Prairie Pals"
A gang captures a chemist.
4:05 ⑦ MOVIE—"Sky Racket"
An heiress aids a pilot in capturing robbers of a mail plane. Bruce Bennett.
4:30 ⑤ Howdy Doody—Puppets
Bob Smith and cartoons.
4:55 ⑨ News—Les Nichols
5:00 ② Garfield Goose and Friend
Laughs galore with "King" Gander.
⑤ Elmer The Elephant—Kids
John Conrad entertains the kids.
⑦ Jolly Seven Gang—Kids
Fun for the children.
⑨ Talent Tots—Variety
Youngsters from three to 12 perform for the fun of it. There are no prizes or competition, and Connie Baxter, as emcee and singer, makes them feel right at home. The Starnoters supply the accompaniment. Auditions are held each Tuesday at 4:00 P. M. in Studio I-A, Tribune Tower. Bring the kids down. They will enjoy and profit by this opportunity. TV GUIDE's guest is Sandra Fisher, acrobatic dancing.
5:15 ⑦ Rocky Jones, Space Ranger
Rocky risks his life to thwart a plot.
5:30 ② Gene Autry Time—Film
⑤ Close-Up—Musical
Howard Miller, June Valli, and the Art Van Damme Quintet.
⑦ Nick Francis—Films
Fun with Nicky and Bobo.
⑨ News—Leslie Monypenny
5:45 ⑦ Bob And Ray—Satires
Comedy with Bob Elliot, Ray Goulding.
⑨ Curbstone Cut Up—Chats
Ernie Simon conducts interviews.

EVENING

6:00 ② Sports—Bob Elson
⑤ Weather—Clint Youle
Predictions and today's report.
⑦ News—Austin Kiplinger
⑨ Captain Video—Adventures
6:05 ⑤ News—Jack Angell
The news of the day.
⑦ Sports—Jack Drees
6:10 ⑤ Sports—Joe Wilson
⑦ Weather—Wayne Griffin

6:15 ② News—Julian Bentley
⑤ Dorsey Connors—Travel
A visit to Oxford, England.
⑦ News—John Daly
⑨ Number Please-Quiz Game
Jack Brickhouse conducts.
6:20 ⑤ Alex Dreier—Features
6:25 ⑤ Tony Weitzel—Comments
Gossip and interviews.
6:30 ② News—Douglas Edwards
⑤ Dinah Shore—Musical
Dinah with tap tunes of the day.
⑦ Lone Ranger—Western
"A Stage far Mademaiselle." The Lane Ranger keeps tabs an an apera star.
⑨ News—Spencer Allen
Raund-up af late news happenings.
6:45 ② Jane Froman—Musical
Hawaii is the setting far Jane's rendition of "Beyond the Blue Horizan," "Baubles, Bangles and Beads," "Secret Lave."
⑤ News—John C. Swayze

Romo Vincent, the "Magnificent Obstruction," heads the current show at the Empire Room of the Palmer House. The king-size comedian has made many guest appearances on TV and radio, starred in Hollywood and on Broadway. With him in the Empire Room are harpist Robert Maxwell, composer of the hit "Ebb Tide," dance team Federico Rey and Pilar Gomez, the Empire Eight and Emil Coleman and his orchestra. *—Adv.*

⑨ Chicagoland Newsreel
7:00 ② MEET MR. McNUTLEY
Ray plants a tree right in the middle af some strict property restrictians.
⑤ GROUCHO MARX—Quiz
"You Bet Yaur Life," quiz.
⑦ IT'S ABOUT TIME—Quiz
DEBUT Panel: Robert Pallak, Shirley Stern, Vin Gattschalk, Ruthie Duskin. Bergen Evans maderates. Panelists attempt to identify incidents in the past from clues in the farm af old phanograph records, dramatic vignettes, and scrambled headlines.
⑨ MOVIE—"So This Is Washington"—Lum and Abner take an invention of synthetic rubber ta Wash.
7:30 ② FOUR STAR PLAYHOUSE
David Niven stars in "Operation in Maney." A bank clerk is forced ta steal a large sum of money.
⑤ TREASURY MEN IN ACTION
"Case af the Thick Skins." A furrier fails ta turn over the luxury tax to the government. Walter Greaza as the "Chief."
⑦ RAY BOLGER—Comedy
Once again Ray, as Raymond Wallace, dons the castume he ware in "Where's Charley."
8:00 ② VIDEO THEATER—Drama
A dramatic feature.
⑤ DRAGNET—Police Drama
Jae and Frank laak inta a series af shaplifting incidents. Jack Webb.
⑦ Program Not Available
8:15 ⑦ FOCAL POINT—Film Shorts
⑨ YOUR SENATOR'S REPORT
Discussion and interviews.
8:30 ② BIG TOWN—Drama
Steve Wilson comes to the aid of a fighter wha couldn't be fixed. Beverly Tyler debuts as Larelei Kilbourne.
⑤ FORD THEATRE—Drama
"Come On Red." While reading "Faust" a man falls asleep and dreams he makes a pact with the Devil, and murders his best friend for his money. Edmund Gwenn, Jay C. Flippen, Sid Tomack. *Sponsored by Fard Dealers af America.*

7 KRAFT THEATRE—Drama

"Dark Victory." A man discavers that his wife has contracted a fatal illness.

Cast

Judith .....Leara Dana
Jennie .....Ann Dere
Steele .....Duane McKinney

Sponsared by Kraft Foods Ca.

9 TALENT SHOWCASE—Music

Mike Dauglas, singing emcee, with music by the Starnaters and Bab Trendler. (Guests invited. Write WGN-TV, Chgo.)

9:00 2 PUBLIC DEFENDER—Drama

DEBUT Reed Hadley stars as Bart Matthews, Defense Cauncil for defendants unable ta furnish their own. Based on actual cases, the program will salute a public defender and his staff each week. Tanight: Ellery E. Cuff, af Los Angeles Caunty, will be cited in "The Case af the Paralee." A yaung man is wrangfully accused of stealing maney.

5 MARCH OF MEDICINE

Ben Grauer narrates "Obesity," ninth in this medical series. Featured will be films of graup therapy under Doctors Joseph T. Beardwood and Thomas Pilla. There will also be films showing experiments an diet with monkeys and white rats. Other dactors participating will include David P. Barr af Carnell, John R. Brobeck of the U. af Penna., Jase Delgada of Yale, and Jean Mayer and Frederick J. Stare af Harvard.

9 SPORTS SCRAPBOOK

Jack Brickhouse discusses sparts events.

9:30 2 PLACE THE FACE—Quiz

Bill Cullen emcees.

5 FOREIGN INTRIGUE—Film

"Foreign Intrigue in Dynamite." A truck laaded with dynamite is planted.

7 COLONEL MARCH OF SCOTLAND YARD—Police Drama

"Errar at Daybreak." An industrialist dies suddenly, and immediately afterwards his body disappears. Boris Karloff.

9 BOSTON BLACKIE—Drama

Kent Taylor stars.

10:00 2 News—Fahey Flynn

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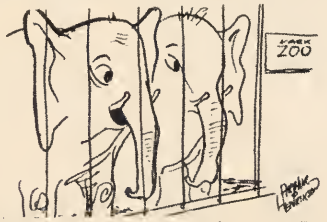

"They say a talent scout for Zoo Parade is here today!"

THURSDAY

MARCH 11

5 Weather—Clint Youle
7 Waterfront—Film Drama
"Lighthouse." Storring Preston Foster. *Sponsored by Packard Deolers of Metropoliton Chicago.*
9 MOVIE—"The Prairie"
Story of a pioneer girl who is rescued from the Indions. Lenore Aubert.

10:10 5 Dorsey Connors—Ideas
Doll house furniture.

10:15 2 Weather—Lee Phillip
5 News—Jack Angell

10:25 2 Art Mercier—Sports Tips
Advice for sportsmen.

10:30 2 News—John Harrington
5 Sports—Norman Barry
7 TV Theater—Film Drama
"Whistling Room." Eerie whistling in o small cottoge olmost holts o wedding.

10:45 2 Irv Kupcinet—Comments
Gossip ond guest entertoiners.
5 Herbie Mintz—Musical
Melodies, old ond new.

11:00 2 Wrestling—Film
The Champ vs. Honest John Cretorio. Andre Drappe vs. Angelo Cistole. Gorgeous George vs. Jesse Jomes.
5 MOVIE—"Her Favorite Patient"—A test pilot croshes ond meets o beoutiful womon doctor who gives up her proctice for him. John Corroll, Ruth Hussey.
7 News—Ulmer Turner
Commentary on the news.
9 MOVIE—"King Of The Turf"
A former horsemon recovers position he once held in turfdom.

11:05 7 Weather—Chuck Bill

11:10 7 Commercial

11:15 7 Tom Duggan—Comments
Gossip ond interviews.

12:00 2 MOVIE—'Price Of Wisdom'
A young girl leoves home ond wins the love of o weolthy chemicol plont owner.
7 MOVIE—"Tomorrow We Live"—A gongster folls in love with o college girl whose brother he hos forced to join his syndicote. Jeon Porker.

TV Teletype*

NEW YORK Bob Stahl reports:

SID CAESAR, IMOGENE COCA and MAX LIEBMAN are splitting up as a team at the end of this season and Your Show of Shows, as now constituted, will not return next fall. The trio have been together five years, dating back to the original Admiral Broadway Review. They'll all be back on NBC, but probably not together.

* * *

SID now earns $25,000 a week on Show of Shows and his agents are seeking a raise for him next season. With other production costs skyrocketing, NBC and the various sponsors feel the program is being priced out of existence. In addition, the ratings have slumped to the point where sponsors think they are no longer getting their money's worth.

* * *

The Saturday night period next fall may be filled by various means. SID and IMOGENE may do separate half-hour programs. There may be a new shortened version of Show of Shows, produced and directed by LIEBMAN but with a new comedy team. If SID and IMOGENE are teamed, they would probably not be connected with LIEBMAN.

* * *

CAESAR, incidentally, has already been mentioned as a permanent emcee of Comedy Hour starting next fall but NBC reportedly feels he is too valuable to be paired off with Comedy Hour regulars, such as JIMMY DURANTE, MARTIN & LEWIS and DONALD O'CONNOR.

* * *

Omnibus may leave the air after the March 28 telecast--permanently. Meanwhile, the show has set MARIE WILSON, TV's My Friend Irma, for a special comedy role on that date . . . CBS will televise a series of four stake races from the Jamaica track on successive Saturday afternoons starting April 3. Same network will also televise the Drake Relays, big-time intercollegiate track meet, on April 24.

* * *

MICKEY ROONEY may replace the SPIKE JONES show with his new telefilm series starting the end of March . . . JACK BENNY is considering offers to play the lead role in a feature-length movie version of "Seven Year Itch," the hit play in which TOM EWELL is now starring on Broadway . . . N. RICHARD NASH is writing an original musical comedy for TV Playhouse presentation on Easter Sunday.

* * *

Justice, a new dramatic series based on case histories of the Legal Aid Assn., replaces T-Men in Action on NBC Thursday nights starting April 8. T-Men is moving to ABC . . . FRED ALLEN's comment on the Strike It Rich difficulties: The "Strike It Rich" ship may be sinking, but the "Hull" is still showing.

**Trade-mark, Teletype Corp.*

HOLLYWOOD

Dan Jenkins reports:

GALE STORM is up for the Laurie role in the movie version of "Oklahoma!" and may also star in "Three Gobs in Paris." She and CHARLIE FARRELL will do a guest stint with MILTON BERLE before the season is out . . . It's now official. Lux Video Theater expands to a full hour and moves to NBC effective Aug. 26--except that NBC is going to have a fight on its hands trying to clear the Thursday night time spot. The MARTIN KANE people will have to move, and they don't like it.

* * *

LIBERACE, who is nothing if not big, will wind his next concert tour with a one-night stand in N.Y.'s Madison Square Garden . . . JOHN IRELAND has had to give up the lead in the new Ellery Queen TV film series. Signed a deal to endorse a brand of cigarets and the producers figured that he would kill the series for cigaret sponsorship. HUGH MARLOWE, who professes to roll his own, replaces.

* * *

DR. LEE DE FOREST, the father of radio, is now working on a gas operated TV set . . . One more reason DANNY KAYE can't be bothered with TV: He's out to get $30,000 per week for an African tour. Hallmark Theater wants to do the life of BERNARD BARUCH. In one hour? . . . Funny thing. Except when the script has actually called for one, we can't recall ever having seen a TV set in the living room of any of the situation comedies.

* * *

Add new-show gamblers: NOAH BEERY, JR., in production with 13 Uncle Charlie films: DIANA LYNN to start a Life with Jackie series this summer; EDWARD G. ROBINSON set for a series titled For the Defense; HOWARD DUFF to do 26 Johnny Nighthawk episodes; REED (Racket Squad) HADLEY in production with a new one, Public Defender; and JOAN CRAWFORD is committed to 39 titled The World and I.

* * *

The Wild Bill Hickok films will be shot in color from here on in. As will the Mr. District Attorney films, starring DAVID BRIAN and pre-sold in 40 cities for an April 1 start on the air . . . JUNE HAVOC set to do a GE Theater film . . . RICHARD DENNING fairly wallowed in glory one recent Tuesday night. Listened to himself on the radio version of Mr. and Mrs. North, then attended a press review of his new picture, Jivaro, then rushed back home to catch himself in the North TV version. Finally went to bed and dreamed he had three heads.

* * *

Once again, this time with the help of Oldsmobile, TV is paying the full cost of the Oscar Awards March 25, thus freeing the Motion Picture Academy from the major studios, which used to foot the bill, sometimes under protest . . . Add California's Gov. GOODWIN KNIGHT to the list of tipped-off This Is Your Life subjects. Must have broken his heart, too, for he's up for election.

Shaggy hairs: l., to r., Laddie, Big Laddie, Lassie and Tommy Rettig sport same hair-do

Lassie (all 5 of him) comes home to TV

THIS is going to come as a great shock to the M-G-M publicity department, which has been trying to hide the fact for years, but Lassie actually is five dogs. Now that the secret is out, it should be noted that all five are equally talented, equally handsome and equally wonderful. Lassie and his four sons are beyond question Hollywood's five most lovable stars. If you go for dogs, that is.

Most recent All-American boy to have fallen into this jackpot-of-a-kid's-dream is Tommy Rettig, a 12-year-old child actor who is a credit to everyone but his barber. For the new Lassie TV film series, Tommy has to wear his hair long.

Young Rettig, who has appeared on *Ford Theater*, several *Dragnets* and the road show of "Annie Get Your Gun" for two years, was actually chosen for the *Lassie* role by Lassie himself. The fabulous collie nuzzled him out from four contestants, and thus started one of the great boy-and-dog romances of modern times. With these two, it's real.

"Lassie," says Rudd Weatherwax, the dog's owner and trainer, "has

played opposite a lot of kids in his time, but he never took to one of them the way he's taken to Tommy." (Lassie, despite his name, is a male.)

It may be a matter of mature compatability, for Lassie is now just one year younger than Tommy. Purchased by Weatherwax 11 years ago for just $10, the collie today approaches the human equivalent of a wealthy old man of 77, content to let the younger generation do most of the work. In his seven years with M-G-M he earned a total of $264,000 for Weatherwax, some of which went for dog biscuit and rubber bones. The rest went into a home, a yacht and an airplane.

In addition to amassing a fortune for his owner, Lassie has also set a new standard for collies. Back in the days when he was worth $10 and had no pedigree, he was just another dog. Under Weatherwax's tutelage, however, he has not only come to be worth $100,000 (his insured value) but has become the mighty oak, as it were, of an exclusive Lassie pedigree.

Lassie has sired more progeny than even Weatherwax can account for offhand, but the four smartest have been brought up as Lassie's own stand-ins and doubles. Lassie, Jr., Pal, Laddie and Big Laddie are today almost as valuable as their old man and do twice as much work. For years they appeared in most of the Lassie picture long shots, with Lassie himself sitting for the glamorous close-ups.

The TV film series follows the same policy. It tells the story of a boy and his dog in a Midwest farm community, complete with an attractive widowed mother and a lovable old Gramps. Lassie's role is that of Family Protector, hauling young Tommy and his mother out of all sorts of trouble and leaping through windows, over cliffs and at villains' throats in the process. It is this activity, of course, which is taken over in the main by Lassie's four sons.

Much of the location shooting of the films, budgeted at about $25,000, is done in Canada. Weatherwax, a weather-beaten man with a face like tanned leather, handles his dogs with a nice balance of stern authority and genuine affection. They respond with eyes sparkling and tails wagging.

When they hit the air there won't be a French poodle or a cocker spaniel left in the Nation's affections.

Tommy, George Cleveland, Lassie in film.

Rudd Weatherwax with meal-ticket.

Gowns by Golly

Maggie McNellis

Arlene Francis

why television stars always have something to wear

FOR MOST designers, the small line at the end of a television show reading "Gowns by Fishnet of Fifth Avenue" is like finding gold. After Arlene Dahl wears an ensemble on TV, stores are flooded with requests for duplicates in every size from 7 to 44. To arrange these credits, fashion publicists have been concentrating on the medium, and at least one organization's entire energies are devoted to putting beautiful clothes on

the backs of beautiful TV women.

While most designers do not consider it beneath their artistic talent to advertise their creations on TV, paid commercials would be prohibitive. A single 20-second station break in New York alone, between the hours of 7 and 8 P.M., costs $825. However, when TV was in its infancy, the name of Ceil Chapman was well known to the average housewife because Miss Chapman's collection, on a loan basis, was available to video stars.

While the majority of the clothes go back on the designers' racks hours after they are seen on TV, and jewels and furs go back as fast as armored cars can escort them, some items find a niche in the star's wardrobe.

Dresses From Everyone

On *Fashion Magic* last year, Arlene Francis interviewed a series of designers and talked about their art. Her press agent says, "Arlene looks so beautiful in clothes, each designer felt he ought to give her the dresses she wore. So they all did." Last summer, when *The Big Payoff* went into the Sunday night replacement spot, Jacques Fath, designer for the American firm of Joseph Halpert, created a special wardrobe for Bess Myerson. She gave him a TV credit; he gave her the garments. This was a particularly amiable relationship, since before any other designer's output can be seen and given away on the *Payoff*, the designer must subscribe to a publicity service (at $100 a week for 13 weeks) run by Spotlight Promotions, an offspring of *Payoff* Producer Walt Framer.

Jane Froman, whose show demands ultra-glamorous apparel, has contracted with Florence Lustig, a dress shop keeper, to fashion a line of flashy, theatrical gowns. Miss Lustig's custom-made creations start at $500 apiece and go up. "Way up," she says. Jane's gowns, done for $200 each according to Producer Byron Paul, belong to

Elaine Stritch: her gown must match the mood.

Miss Lustig. The advantages are many. Jane has a new get-up for each show, Miss Lustig has the publicity—and the gowns. Customers can then order a dress like Jane Froman's, and the few who wear Jane's size can buy the very one Jane wore.

Hard To Get Back

It is reported that a few women, each noted as a clothes horse, keep their wardrobes in shape by telling the designer, "I just adore this divine blue suit. And I'll just die if I don't have it to wear next Thursday to the theater." The story goes that designers who don't know when to give a gift somehow don't get invited back to display any other "divine suits" on that production.

While certain stars have individual problems and make their own arrangements for their TV wardrobes, the majority, particularly for dramas, are procured through costume designers, a highly specialized group who work for the networks and with the directors of each show. These

costume designers know the script, the mood of the show and the mood each dress must create. Rose Bogdanoff, senior designer at NBC, explained that a dramatic show rarely gives more than two credits. When a variety of clothes are needed, some are rented from Eaves or Brooks, the two largest costume rental agencies. Department stores are other favorite sources for borrowing since they carry most every type of apparel.

Clothes that have to be "tricked" for quick changes, ripped, or damaged are bought outright. Rose spends many hours in the bargain basements seeking odd accessories. On occasion, the designer will create something as a favor, without credit. "Once I needed a 1927 cloche for Faye Emerson to wear," Rose told us. "I mentioned my problem to Mr. John and he came up with two little hats for me, without getting a credit. But that isn't the usual procedure."

One odd garment may create more problems than outfitting an hour-long production. Barbara Baxley in "Moment of Panic" on the *Goodyear TV Playhouse,* recently needed an old, worn robe. Rose hunted for days until she found one sleazy enough. The robe was then washed, dipped, dyed, trimmed with old lace and washed again for the right vintage.

Jane Froman: $500 gowns, bargains at $200.

Housewife-Type Gown

Rose Bogdanoff's hardest job was to find a house dress that made Maria Riva look like a housewife.

When Wes and Marge were married on *Mr. Peepers,* Rose took her problem to Murray Hamburger, a designer of bridal gowns. He chose gowns that were typical of a small Midwestern wedding, a type that would differ greatly from a large New York or medium-sized California affair.

Unquestionably, women panelists on weekly shows are faced with the greatest problem—having to wear a different dress each week without being able to credit a designer. Some manufacturers have a stock room filled with discarded samples the girls may borrow. Others lend clothes, without credit, to good friends.

Not Everything Shows

One jeweled panelist wearing a particularly decollete creation, quipped, "All you can see of what I'm wearing is the top of my dress. I really have on blue jeans and old galoshes." She may have been telling the truth, since most panelists have resorted to enlarging their wardrobes with a collection of blouses.

TV's WEIRD IDEA DEPT.

Flying Saucers, Hobo Panels and Bingo Everyone's Dreaming up Television Shows

SOMEWHERE in this country, there's a man who has the flying saucer problem licked. His flying saucer is up in his attic and he doesn't know how it got there. The reason we know about this is that he wrote to one of the TV networks and told them about it. Thought it might be the basis for a good TV show.

The rest of that story should have the network people answering him by saying: "We know, we know," but that isn't the way it was. They did investigate and it was true. The man had a flying saucer in his attic, only he was the only one who could see it.

Aside from his fleeting touch with reality, this chap was suffering from a delusion that is sweeping the country. He decided that a fast buck was to be made by dreaming up "new" ideas for TV shows. He had a new idea all right. And he wasn't the only one.

There's a lady in New York, a lover of the finer things, who had a marvelous idea. The entire TV screen would be filled with flames, while she, in the background, told the stories of the great operas. All the viewer would get to see was that fire.

Another lady, with highly developed maternal instincts, thought it would be just dandy to have a program each week from the delivery room of a hospital. The cameras would dolly in on the delivery table and we'd all have ringside seats while watching the population increase.

A gentleman, no doubt just finished with a science fiction novel, sent in a suggestion that would probably provide the shortest TV show of the age. He wanted to attach a TV camera to one of those Navy rockets and keep the show on the air until the rocket headed back to earth. Need an awful long cord for that camera.

Although these are particularly weird examples, the networks

BOB TAYLOR

are regularly under siege from people who think they've hit on the idea that will revolutionize television. And while it's easy to scorn an idea as wild, look at some of the shows that are successful on TV.

Tramp, Tramp, Tramp!

Most networks have a department that screens these suggestions, figuring that there just might be something usable. And some ideas have even gotten into the planning stage before their immense impracticality was realized. CBS once started to put together a show called *Meet the Hoboes*, featuring a panel of three hoboes and a banker, with a hobo as moderator. A quick tryout proved it to be an incredibly bad show. It seems that most hoboes are hoboes for no better reason than that they are incapable of being anything else and not for the reasons that John Steinbeck has offered.

A perennial source of program ideas is the teaching profession. Piano teachers, dancing teachers, even wrestling instructors, are convinced that TV is crying for their talents. And there's always the example of Miss Frances, the noted finger painter of *Ding-Dong School*, to spur them on.

Even A Trained Lion

Just the same, on they come. A man suggested building a TV show around a lion he had trained. Another had some very intelligent penguins. Still in the possibility stage is a show starring basketball players on donkeys. Another suggestion was a National bingo game with all viewers as participants. Others have suggested crossword puzzles, bridge, canasta.

A spiritualist wanted to bring TV to his spiritualist meeting. (The FCC won't let that happen. The same goes for astrology and all the pseudo-sciences, most of which have been suggested for TV shows. Garbo's astrologer almost made it, naturally from a Hollywood station, but was stopped at the last minute). Another lady wanted to have a show called *The Little People*. Her idea was to reverse the lens on the camera so that you'd see the show out of the wrong end, making everyone little. Not a terrible idea, except that TV cameras don't work that way.

Panel shows are great stimuli to new ideas. One suggested a panel of taxi drivers (taxi drivers are notoriously witty and erudite), another a panel of tax experts, another a panel of lawyers examining legal problems. And the most famous one of all: a panel of medical experts with guest contestants (all ailing in some way) revealing their symptoms, so that the experts can guess their disease. Winners on the show would get a free week at the Mayo Clinic.

A bum idea: hobo panel didn't work out.

One guy from Maine wanted to have a Man on the Street show from New York City, only the show would be on at four in the morning (what are they thinking about up there in Maine?).

One network executive put it this way: "There really are no new ideas for TV shows, just new twists. Anybody outside the industry will find it practically impossible to crack TV. There's nothing vicious about this. The networks just haven't time to try out every idea that comes along."

Nor, it might be added, the money.

Reviews

Song and chatter: Lois Hunt, left, Robert Q. Lewis, Jaye P. Morgan.

PROGRAM OF THE WEEK

The Robert Q. Lewis Show

THE competition having forced every respectable TV station into daytime programming for an audience which might reasonably be expected to be out walking the baby or doing marketing or waxing the floors, CBS has filled half an hour with the indefatigable Robert Q. Lewis, a man who is becoming even harder to avoid than Arthur Godfrey. Between the two of them, it's worth your life to stumble across a straight news or music broadcast these days.

Lewis is a brash young man with black-rimmed glasses and a pleasantly deprecating way of sloughing off his own poor jokes—a good many of them, unfortunately, being just that. He is, however, exceptionally fast on his mental feet, a prime requisite for the generally scriptless afternoon brigade, and his nimble imagination keeps things pushing along at a fairly fast clip.

Like Garry Moore, Lewis specializes in chatter, songs and interviews. Lewis has surrounded himself with a few more permanent performers, however, and leans more to the musical end of things. Outstanding among his retinue is Jaye P. Morgan, a cute little trick whose face, figure and personality can best be lumped together and described as mobile.

Others in the cast include Jan Arden, Lois Hunt and baritone Earl Wrightson. They comprise an apparently happy family, but their individual talents are obviously hampered by lack of both time and production facilities. Only Miss Morgan seems able to rise above the budget restrictions to look like a million dollars on her own hook.

The Garry Moore Show

STILL another gaping half-hour hole in CBS-TV's afternoon schedule is more than adequately filled by a character named Garry Moore.

The show is simplicity itself, consisting of a half hour of bright chatter from Moore, a song or two from Denise Lor and Ken Carson, and an interview with a guest. Once a week Moore presents Ivan Sanderson, who in turn presents an animal of one strange variety or another, which in turn presents occasional problems for the audience.

On a recent show Moore came up with Dr. J. B. Rhine, the ESP (extrasensory perception) expert, and volunteered to serve as a guinea pig for the good doctor. He tried to guess the cards Dr. Rhine was holding and got one out of five. It was a singularly dull bit, but a good plug for the doctor's new book.

Moore himself is a personable young man whose crew cut, a trademark, makes him look somewhat younger than he actually is. He breezes through the show with commendable aplomb, neither brushing it off as beneath his dignity nor taking it too seriously as Grade A entertainment. He seems to enjoy what he's doing, which is half the battle in getting across to the home viewer. Moore, to his credit, gets across.

Moore: he gets across.

FINE TUNING By OLLIE CRAWFORD

BRITISH use underwater television camera to spot wreck. It was like a *Welcome Travelers* show, starring Davy Jones.

•

It featured more salt water than all the tears falling on *Strike It Rich*.

•

When this program was on the air, all the British TV sets looked like fishbowls. Nobody minded this except one cat, who reached in the top for a fish. He touched one of the power tubes and now his eyes don't glow in the dark, but he does.

•

He had to order a set of cat's pajamas because he can't sleep with the light on.

•

There was an octopus in one scene, and we'd like to see Milton Berle try to elbow that out of the picture. He was the first member of the studio audience who could wave eight arms, all at one time.

•

One theory is that the British have to watch this because they've sent us all their old movies.

•

Dumb Dora watched it. Said it was just like all the British drama shows. Couldn't understand the dialogue.

TIME for a change?

One of your favorite TV shows has just ended. Are you sitting in your comfortable armchair, wondering whether to get up to change to another channel? Are you trying to remember what shows are on at this time?

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